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Economic Advertising

CONTENTS

PAGE

Straight Talks 1

Retrospect, Introspect and Prospect—Community Advertising — Christmas Advertising—Is Advertising Soliciting?—The Advertising Solicitor.

Advertising Life Insurance 13
By Louis N. Geldart

If All Advertising Were Eliminated 19

Advertising—Light of Business and Economy 21

The Value of the Store Window .. 31
By H. V. Hollingsworth

Recent Ads.—Good and Otherwise 35
By The Captious Critic

What's Doing at the Ad. Clubs .. 40

The Artist and the Copy Writer .. 42
By M. P. Haines

Men and Media 44

WOODS-NORRIS LIMITED
PUBLISHERS
MAIL BUILDING, TORONTO, CANADA

Get Ready For 1913

Make up your mind to put on an advertising campaign that will bring more customers to your store; or, if you are a manufacturer, cause more people to ask for your products. We will be pleased to send a representative who can give you assistance or recommend a reliable Advertising Agency qualified in planning successful advertising campaigns.

> Advertising has been one of the chief factors in the success of Canada's largest merchants and manufacturers. Why not let it work for you.

Just ring up Adelaide 2200. The benefit of our experience is always at your service.

Sworn (net) daily average circulation 80,828.

The Toronto Daily Star

U.S. Representatives

Chas. H. Eddy
Metropolitan Bldg., New York
294 Washington St., Boston

Eddy & Virtue
Peoples Gas Bldg., Chicago

Economic Advertising

ADVERTISING RATES

	1 month.	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.
Condensed Rates, 3 cents a word; Minimum, One Dollar.

Vol. 6. Toronto, January, 1913 No. 1

STRAIGHT TALKS

RETROSPECT, INTROSPECT AND PROSPECT

JANUARY, 1913. Surely a fitting time to pass in review the accomplishments of 1912, to look searchingly into the existing status of advertising, and to peer with hope and confidence into the future.

The year that has passed was, indeed, a banner one for advertising. More advertisers than ever before during that period became convinced of the value of salesmanship in print, and with the increase in volume, it is well to draw attention to the better kind of advertising that has been appearing—better newspaper and magazine copy, better posters and better posting, better trade paper copy (a sorely-needed change), and a cleaner and more honest tone to every description of advertising.

The feature of the year's activities has, undoubtedly, been the war on dishonest and fraudulent advertising, and for the good results obtained to the time of writing, the energetic and unselfish labours of the advertising clubs of America are, in a large measure, to be thanked.

The attitude assumed by the National Vigilance Committee on the question of objectionable advertising is one which will have the support of every right-thinking business man.

The success of both honest and dishonest advertising depends alike on one element—the confidence of the buying public, and dishonest or objectionable advertising can only tend to destroy the public confidence which the honest advertising has created.

The Tell-Tale Census

¶ A recent census of all automobile owners in Montreal appears to definitely settle several much discussed questions regarding the circulation of Montreal newspapers, especially that portion of it which goes to people who are usually classed as French-Canadians.

¶ Every advertiser who is selling goods or who has goods to sell in Canada's Metropolis should carefully note the following features of the census returns and file for reference.

1. 100 per cent of the English automobile owners in Montreal read the Star.

2. 88 per cent of all automobile owners, both French and English, read the Star.

3. 75 per cent of the French owners read the Star.

4. 76 per cent of the owners who read the French paper, claiming the largest circulation in its field, also read the Star.

5. The Star's circulation among *French* automobile owners is only exceeded by one French paper.

6. Barely 10 per cent of the English automobile owners read one or more of the four French dailies.

¶ The local circulation of the Montreal Daily Star is 20 per cent greater than the number of English homes in Montreal. The total circulation of the Star is over 60,000 in excess of the next largest English daily newspaper of Montreal. The Star's minimum rate per line per thousand is *less than half* the corresponding rate of the other English daily newspapers of Montreal.

¶ Is it any wonder that so many leading advertisers, local and general, use the Star exclusively to cover the English *reading* population of Montreal?

The Montreal Daily Star

Canada's Greatest Newspaper

As the chairman of the Vigilance Committee puts it, "We are co-operating with local committees and policing the advertising seas for the purpose of increasing public confidence in honest advertising by discouraging that which is not honest.

"Our weapons are constructive thought and moral suasion on the one hand, and drastic measures on the other."

This movement, though still in its infancy, is we venture to think, one of the most significant of the past year, and if a means can be found of eliminating what is unfair and unclean in advertising, it will be a splendid achievement, if for no other reason than that it is good business.

There is still a volume of copy appearing in the public press that is objectionable, though the number of papers that are "cleaning shop" is increasing daily.

The difficulty with many has been to define the word "objectionable"—to know where to draw the line.

Wouldn't this difficulty be non-existent if the word "objectionable," as applied to advertising, were held to mean anything that adversely affects the health, morals, or pocket book of the reader ?

But what about ourselves? Are we doing our share in the fight against objectionable advertising? Let us ask ourselves squarely at this time if every piece of copy we put out or every piece of copy we accept, is all that it should be.

The publisher, in no less degree than the advertiser, shares the responsibility in every case where the copy falls short of the higher standard.

It is gratifying to note the progress made during 1912—to feel that advertising stands on an even higher plane, that its influence is more extended than it was a year ago.

And for the future we have nothing but the rosiest optimism.

Trade in every line was never better. In our large cities the electors cheerfully have shown their confidence by voting huge sums for local improvements.

The tide of immigration is still flowing strongly and shows no signs of ebbing.

Building permits and bank clearances are making new records each month.

The first train has already passed over the great Transcontinental Railroad that now links the Atlantic with the Pacific.

Surely we have a goodly heritage.

And in the development of the country advertising will continue to play an increasingly important part. Let us hope to keep it clean. Here's to more and better advertising in 1913!

THE RETAIL GROCER
and Merchants' Magazine

First issue about January 20th, 1913.

Will equal any grocery paper in America —no matter how long established—in size, typographical appearance and editorial standard from the first issue.

Has as editorial staff W. L. Edmonds, M. Moyer and W. J. Bryans—the most experienced grocery trade editorial men in Canada,

It has behind it the most aggressive group of business getters in Canada.

It is a monthly magazine full of business helps and hints—not a weekly full of routine news and market notes.

Will reach 3,000 grocery dealers every month.

Will have 5,000 subscribers within a year.

Will cover Ontario and West.

Rates: $300 a year for full page, $180 for half page,

If you want to sell groceries in the busiest parts of Canada write us to send a representative to see you.

THE COMMERCIAL PRESS LIMITED
32 COLBORNE STREET :-: TORONTO

COMMUNITY ADVERTISING

IN view of the fact that the ratepayers of Toronto were in such a generous mood on New Year's Day in the voting of large sums for local improvements, it seems a pity that the opportunity was not seized of submitting a bylaw voting a substantial sum for advertising the city.

On more than one occasion we have pointed out the lack of enterprise on the part of the city fathers in the matter of advertising the city, and it really does seem as if the authorities are indifferent as to whether new industries are introduced or no.

With the cheap Hydro electric power now available, and the number of suitable industrial sites, with ample railroad and steamship facilities, Toronto, the greatest distributing point of the Dominion, offers advantages to manufacturing concerns that are unrivalled, yet with the sole exception of the publicity gained by the annual Exhibition, and an occasional booklet, any advertising done is conducted by private enterprise.

Such a state of affairs in a prosperous and progressive community should not be allowed to exist—it is a disgrace to such an important community, and the expenditure of a large sum of money on advertising the city's possibilities and facilities need not be experimental.

A number of cities on both sides of the lines have done the experimenting and have amply proven the profitable investment accruing from systematic and liberal advertising expenditure.

One has only to realise what has been done in Des Moines, Dallas and Buffalo, and in our own country in Vancouver, Winnipeg, Prince Albert and Quebec, to foresee the enormous increase in manufacturing plants, and other industries that would be bound to follow a systematic advertising campaign.

Only last week a large firm of mosaic tile makers in New York was being interviewed by a local newspaper man, and although they had decided to erect a large branch factory in Canada, a location in Toronto was not even under consideration—they were absolutely in the dark as to what the second city in Canada had to offer.

This is not written with the idea of boosting Toronto at the expense of other cities. Our Journal is Dominion-wide in its scope and interest, but residence in the capital of Ontario brings home very forcefully to us the neglected advertising opportunities right in our midst.

Here's a fine opportunity for the Toronto Ad. Club to work in conjunction with the civic officials and Board of Trade in the organisation of a campaign really worthy of a great city.

It will cost money, true, and the controlling spirit must be a man of large ideas and ample experience, but such a man can be engaged if the inducement is sufficient.

The Saskatchewan Standard

WESTERN FARMER'S FIRESIDE FRIEND & COUNSELLOR

ESTABLISHED 1885

Has a larger list of readers within its home Province than any other newspaper published in this Province.

The home circulation paper is always the best advertising medium,

An average of sixteen copies of each issue of the Saskatchewan Standard goes to each Post Office on the map.

This is a matter in which half-hearted measures can have no place. The whole question must be deliberately and thoroughly entertained, or it had better be left alone.

The chance for the new blood in the City Council to prove itself is a fine one, and any such movement would have our heartiest support.

CHRISTMAS ADVERTISING

IT must be evident to even the most casual observer of present day advertising that one of the most significant advances made of late years has been in the quality and attractiveness of advertising at the Christmas season.

This development has been of comparatively recent date, and it is difficult to understand why such a unique opportunity has been so long neglected.

Christmas with every section of the English-speaking race is the one recognized gift-giving time of the year, whether from time-honored custom, thoughtful sentiment or religious persuasion, and it is well that self should be, in part, at least, eliminated once in twelve months.

The presence of the Christmas spirit has only one sequel. Nearly everyone has the purchasing fever during the few days preceding Christmas, and despite the strenuous exertions of the department and other stores to compete with the demand, inconvenience is bound to occur in overcrowding and delay.

Here, then, has been the chance for advertising to make good. Well ahead of the rush period the strongest appeals are now made through the newspaper and magazine press to "shop early," and get the pick, and in most cases the thoughtful suggestions and distinctive prices marked have proved a positive boon to the harassed gift-seeker.

In Toronto and Montreal the papers have been full of the most insidious temptations to part with hard-earned dollars, and the smaller cities with their coloured illustrated special numbers, have reached a high-water mark that would have been deemed impossible a decade ago.

But the most striking improvement in advertising development is to be found in the prairie provinces, and in British Columbia.

Page after page of convincing ads. and wonderfully clever illustrations are to be found in the mid-December dailies at almost any point.

And it speaks volumes for the enterprise and confidence of the West when we find the merchants engaging the very best talent available to present their Christmas facilities and goods in the most attractive dress.

Published Weekly

The Catholic Record

London - Ontario

Subscription $1.50

The Catholic Record has a Sworn Circulation of 27,400 going into the best Catholic homes in every province in the Dominion. The Catholic Record circulation reference booklet tells just where these 27,400 copies go, province by province, postoffice by postoffice. The circulation by provinces totals thus :—

Ontario	12,745	N. W. Provinces	3,278
Nova Scotia	3,360	P. E. I.	2,055
Newfoundland and		New Brunswick	1,575
United States	3,337	Quebec	1,025

Wouldn't a circulation of this high class, distributed in this way—sworn to and guaranteed suit your proposition ?

Write for Circulation Reference Booklet and Rates

Thomas Coffey, - Proprietor and Publisher

EDMONTON JOURNAL

The Edmonton district—the most prosperous section of the West—has this year harvested the largest crop in its history; consequently, the farmers have money, and business in Edmonton and surrounding country has never been better.

This is the opportune moment to get your goods before these buyers.

In this prosperous field THE JOURNAL is the leading daily; not only in circulation, but in news and advertising carried.

CIRCULATION, 12,704 COPIES DAILY; audited by the Association of American Advertisers.

Canadian Newspapers, Limited—Journal Branch

M. R. JENNINGS, Editor and General Manager

JOHN MacLAREN. Business Manager

East. Representative : E. J. Guy, 61 Canada Life Bldg., King St. W., Toronto

This has indeed been a banner year for every part of Canada, and to advertising belongs a large share of the credit for the enormous turnover which the Christmas trade produced.

IS ADVERTISING SOLICITING?

A VERY brief announcement in the columns of the daily press a fortnight ago emphasises a point of vital interest to the advertising fraternity.

It appears that the Berlin Lion Brewery have been consistent advertisers in Galt, Ontario, a local option town, and a conviction was duly registered against them by Magistrate Beabe, of that city for contravention of the Local Option Act.

The brewery, however, appealed against the Magistrate's decision, contending that newspaper advertising was not soliciting, but in this contention they were not upheld, the presiding Justice, Judge William Reades, upholding the Magistrate's conviction, and incidentally settling a point that has no less interest to local optionists than to the advertising fraternity.

The detailed evidence of the case is not before us as we write, nor are we completely conversant with the provisions of the Local Option Act.

But looking at the conviction from a purely advertising point of view, the decision of both Magistrate and Judge must be upheld as thoroughly just.

Advertising which is so poor as not to "solicit" or expect results either directly or indirectly, is not worthy of the name, and from experience, we know the Berlin Lion Brewery put out a line of advertising that is calculated not only to arouse interest, but to influence orders

Advertising has so often been described as salesmanship in print, that it is difficult to understand what grounds the Brewery Company had for their appeal.

They most certainly did not spend their good dollars in the Galt papers from any philanthropic motive, and the only alternative looked for must have been an accession of business directly or indirectly through the publicity gained in these media.

This advertising to our minds was as purely a soliciting proposition as if their agents had been making a door to door canvass, and the "hands-off" order meted out by the unthirsty and respectable citizens of Galt was fully justified under the existing terms of the Local Option Act.

All advertising that is soliciting is worthy of the name—any advertising that does not come to the point of soliciting patronage has no place at all in the modern science of selling goods through the written word.

In Winnipeg

and

Western Canada

one rubs shoulders everywhere with the "Easterner." He is a good man for the Eastern Manufacturer to cultivate, his habits and tastes have been formed in the East, and he retains that inborn liking for things made "Way Back Home."

¶ Continue to retain this valuable customer's good-will, and keep your particular brand of goods familiar to him through advertising in Western newspapers.

The Manitoba Free Press

Is of course the big Western daily, but manufacturers "in the East" undertaking an advertising campaign could advantageously employ in addition to the FREE PRESS a well selected list of further western dailies. However, any of the recognized standard advertising agencies can advise you ably on this point.

EDGAR J. GUY, Eastern Canadian Representative
61 Canada Life Building, :-: Toronto, Ont.

THE ADVERTISING SOLICITOR

FORTY years ago much, if not the most part of advertising was given through fear of attack or criticism. It was no uncommon thing for a merchant to be approached by the solicitor with a glowing report already prepared of his virtues and merchandise, and would then solicit his advertising. If he fell for it, into the paper the boost would go. If not, he would have to listen to a fierce tirade extracted from the solicitor's other pocket, and he was a bold man indeed who cared to see published such abusive language about himself as was permitted in these days.

Easily within the memory of the present generation the larger part of the advertising was solicited on the grounds that the publication was deserving of patronage and support, and only of very recent years has it become recognized (not yet universally) that the advertiser is getting good value in every worthy medium.

At the present day the advertising solicitor is, speaking generally, one of the most competent and hustling of modern business men, and as William H. Johns pointed out in a recent talk to the Representative's Club, they can be divided into a number of classes.

One class of solicitor in particular is common, namely, the man who devotes all his energy to "trailing" those advertisers whose ads. had appeared in rival publications—the man who lacks the initiative to strike out and break new ground.

Sad to relate, another common species is the solicitor who either wilfully misrepresents the quality and quantity of the circulation of his publication, or who, through carelessness or lack of knowledge is not in a position to give exact figures. This kind of solicitor is a nuisance and a menace to advertising in general. Shun him as you would a plague.

Another kind all too common is the man who sells space for a number of publications and who relies on his "gift of the gab" to carry him through.

No solicitor can render effective and thorough service without the most minute and careful study of his proposition, and such study would be impossible where it is perfunctory because spread over a number of journals.

The ideal representative is in a position to be of genuine assistance and service to the advertiser and is always ready with full details of the quantity and quality of his circulation prepared in such a manner which admits no refutal.

He should have a keen appreciation of the problems confronting the man who has the allotting of the appropriation; and can be of real assistance in a thousand ways with suggestions and advice.

This is the type of man to be found at the top of the advertising tree—the ideal advertising solicitor.

1913 BEGIN THE YEAR RIGHT 1913

Western Canada is your Market.

Study it and its cosmopolitan people.

Then present your case to them in an intelligible manner.

Thousands of them cannot read English. Address them in their native tongue.

Here are some of our publications:

NORTHWEST REVIEW *English* WEST CANADA *German* GAZETA KATOLICKA *Polish*

CANADIAN RUTHENIAN *Ruthenian* L'AMI DU FOYER *French*

Write for information.

West Canada Publishing Co., Limited
WINNIPEG - - - CANADA
The Most Cosmopolitan Publishing House in the World

The Hamilton Spectator

The net sworn detailed statement of circulation of The Hamilton Spectator for 1912 is now in press and will be distributed to all advertisers and the leading agencies during the month. For December the net daily output was over 25,000 copies.

Concentrate your advertising. By all means concentrate—but concentrate on things worth while. Therefore concentrate in Hamilton on The Spectator—its largest and most effective advertising medium.

The Spectator Printing Co., Limited
Hamilton, Ont.

ADVERTISING LIFE INSURANCE

By Louis N. Geldart

LIFE and accident insurance companies are notoriously lax in taking advantage of the opportunities afforded them to substantially supplement their selling force by advertising in the public press. Not that they have failed to advertise, in a fashion. Their expenditure accounts for many years have shown large amounts under that heading. Many millions of dollars have been accounted for in the aggregate by the broad term "advertising." A portion of these dollars at least was paid for space in daily and trade papers and magazines.

For years company general managers have grudgingly recognized the value of public advertising, but were for the most part inclined to treat it as a necessary evil, rather than a powerful force at their command, to form and mould the minds of men to a prejudgment of the propositions presented them by the agents and solicitors.

Very few men even in these supposedly enlightened days voluntarily apply for life insurance. The vast majority are reluctant to recognize in insurance the scientifically organized means to a much desired end—protection and provision for dependant ones—the first duty of responsible manhood.

The task of the insurance agent is at best a difficult one. He must first of all secure a hearing. Then he must break down the walls of indifference or of prejudice or suspicion. Then he must convince his man that it is his duty to insure, and finally to "do it now." All the volumes of statistics, actuarial formula, questions of size and strength, comparisons and ratios, cleverly constructed policy forms, statements of business written and in force or of reserves, or surplus funds, avail nothing if the agent cannot reach that stage in his work where the subject is satisfied that he wants insurance, independent of the individuality of the company.

The general run of insurance advertising copy has been of little assistance to the agent in this nine-tenths of his task. You can shut your eyes and see that copy. A great seal or symbol or other trade mark, the picture of an impressively towering building, or perhaps just the company's name and address and the important name of the president. Then long lines of blurring figures to represent great resources and strong, safe, reliable, purely mutual, or "joint stock," "large dividends," or "low rates," "the only company to do this, that or the other thing." "Write for booklet describing our unique wonder-working policy." Then once a year a change of copy, merely new figures for the new year.

No wonder the companies have failed to secure a just return for their advertising expenditures. The vast amounts of life insurance that

YEAR IN AND YEAR OUT

you will do business with the largest possible number of wide-awake farmers, if you use the advertising columns of

The Farmer's Advocate and Home Magazine

(Established 1866 Circulation, Sworn 32,892)

This publication, now in its 47th year, has been going regularly into the homes of many thousand families for the second and even the third generation, and results from advertising in it prove that our readers are well able to pay for their requirements; the vast majority own their farms and are therefore the best class to do business with,

A **sample copy** and **rate card** will be promptly sent upon receipt of your request. Write to-day.

The William Weld Company, Limited

LONDON, -:- -:- CANADA

THE BEST SELLING FIELD IN CANADA

BRITISH COLUMBIA

Why?

Because

The remarkable growth and development of the Pacific Coast Province during the past two years has been without parallel in the history of Canada. Strangers coming here from all over the world are not familiar with the goods on the market, and are therefore much more readily influenced by the right kind of advertising than in old and settled communities.

The only publication that covers the whole province, and covers it well, is the

Saturday Sunset

Vancouver

A high-class weekly journal. Printed on book paper, well illustrated and well read in the homes.

Its value is proven in dollars and cents by the fact that it carries more high-class foreign advertising accounts than any publication of any kind in Western Canada.

have been put in force throughout the country have been obtained by the companies in spite of such misdirected efforts, rather than by their aid. It was individual, personal, selfish advertising, awe-inspiring rather than convincing. It had not paved the way for the agent.

The comparatively high cost at which the companies have secured their present large insurances in force is due in a great measure to this unprepared condition of the average citizen's mind. The rebuffs met with by the patient and long-suffering solicitor are proverbial. His many unproductive calls have cost time and money. The ground had not been tilled.

As advertising deals essentially with introductions, it should create a primary interest without prejudice. The claim should therefore be short and clear, and impressive by virtue of some merit peculiar to itself.

As far as possible the leading phrase of such an advertisement should represent a crystalized totality of thought, in favour of life insurance. They should be varied, in order to cover the ground, and frequently repeated to drive the idea home. To win a reception they must be attractive and to lead to conviction they must be true.

Each company in its advertising should aim to advertise the whole business, and yet make sure of its own. It should be impersonal advertising, made personal by each company.

The use of terse epigrams, aphorisms, or quaint sayings, quoted or adapted, are always effective. These might be amusing and entertaining without being undignified, but should always be to the point. A clever agent in Boston a few years ago, made successful use of the following:

DO WOMEN LIKE INSURANCE WIDOWS DO!

It caused a smile, but immediately thereafter a serious thought: "Will my widow like it?" This naturally suggested that insurance is the one medium competent to maintain indefinitely the woman's interest in the productive value of her husband's life.

THE DAILY NUGGET

Only Daily Paper Published In Northern Ontario

Government Development, Corporation Development and Mining Camp Pay Rolls aggregate an expenditure of

$8,990,000 Annually

Are you getting a portion of this trade?

ADVERTISING RATES ON APPLICATION

The Cobalt Daily Nugget Limited Publishers

COBALT, ONTARIO

The Canadian Countryman Will Have 50,000 Circulation By End Of Year.

Circulation Oct. 12, 1912—4,582
Circulation Jan. 6, 1913—22,484

OUR experience in making the above remarkable circulation growth qualifies us to figure pretty closely what we can do in a given period. And we can state positively that by the end of 1913 we will have well over 50,000 paid subscribers.

In the estimates for 1913 our directors have provided money for sufficient extension of organization, to make the result mentioned easily attainable. As a matter of fact, we hope to do better.

Why should 50,000 be considered a tremendous circulation in a country the size of Canada? There is no good reason why the Canadian Countryman should not have 100,000 in a couple of years.

INCREASE IN RATES FEB. 28

Up till Feb. 28 1913, contracts will be accepted at 15 cents per line, with the agreement that if proven paid circulation for the issues used does not average 25,000, rebate will be made proportionate to any shortage below 25,000 average.

On Feb. 28 the fixed maximum rate will be raised to 18 cents, with a guaranteed average of 36,000 for the issues used, and rebate proportionate to any shortage below that average.

Advertisers who prefer it may take advantage of our basic rate of ½ cent a line per thousand of proven paid circulation, charge to be made according to Post Office and News Company vouchers as reproduced each week in the magazine.

A High Class Magazine with a Circulation running all the way up to 50,000 within the Year, and a rate of 15 cents per Line—can you afford not to place your Contract before February 28?

The Canadian Countryman Pub. Co.
8 Colborne Street -:- -:- -:- Toronto
T. J. Tobin, Advertising Manager

Another clever one was:

THE BEST FAMILY REMEDY is Life Insurance—Because it works when all medicines have ceased to act—or have acted.

The possible plays upon familiar phrases or the adaptation of proverbs or quotations, all with a strong insurance moral are innumerable.

Following are a few suggestions:

GREENLEAF'S ARITHMETIC says: "Subtraction is taking one number from another to find the difference." When one member of the family is subtracted by death the remainder immediately find the difference in loss of support. They see the point of insurance.

Seasonable but rather a jumble

WILL YOUR WIDOW BE AS WELL HOUSED, FED AND CLOTHED AS YOUR WIFE?

LOVE MIGHT EXIST WITHOUT JEALOUSY

but not without insurance. True love protects and provides.

LIFE INSURANCE COVERS A MULTITUDE OF BUSINESS ERRORS.

INCORPORATE YOURSELF. Capitalize your skill and labour. Corporations outlive individuals. Life insurance provides the charter. Liabilities strictly limited to annual premiums. Resources the combined reserves of your fellows.

EASY RESTS THE HEAD THAT HAS PROVIDED LIFE INSURANCE.

Recently there has been a decided improvement in the advertising copy of some of the Canadian insurance companies. If the beneficent purposes of life insurance are to attain their highest consummation, its claims must be presented so forcibly that they promptly find their way down what Cicero called "the avenues that lead to men's hearts."

* * *

Retribution follows hard on the heels of misrepresentation. Advertising may be fraudulent or it may be profitable, but it cannot be both. There is no fool so great as the fool who thinks he is fooling everybody. First he labours hard to gain a dishonest reputation and afterward he labours to undo it like the man who released the genii from the bottle only to find he could not control them.

If your product is O.K.

why not talk about it in every live progressive town in Canada? In Brockville the

RECORDER

is far the best medium for talking to a prosperous and intelligent people.

May we tell you just what we have to offer?

It will obligate you in no way.

Ask any reputable Agency or write direct for rate card and information.

Recorder Printing Company, Limited

BROCKVILLE, ONT.

$20,000 A WEEK

that's a conservative estimate of the spending power of the people of Lindsay and district.

Have you been getting **your** share? Surely it is worth going after!

THE WATCHMAN WARDER (WEEKLY) AND DAILY WARDER

cover this field like a blanket. They are well-known and appreciated and are the ideal media to carry your message. Put them on your list **to-day.**

WRITE FOR RATE CARD AND INFORMATION

The Watchman Warder

LINDSAY, ONT.

The Best Patronized Advertising Medium In Western Canada

THE CALGARY HERALD

On Saturday, December 14th.

Published **52, 8 column pages,** which contained **98,240 agate lines of paid advertising.** On Saturday, December 21st, THE HERALD again published **52 pages** with practically the same amount of advertising.

This is Western Canada's Best and Biggest Year

THE HERALD is the medium used by all advertisers who investigate.

Circulation—sworn to 18,700

Write to-day for rates and Circulation statement.

The Herald Publishing Co., Limited

CALGARY, CANADA

Edgar J. Guy, Eastern Representative, 61 Canada Life Bldg., King St. West, Toronto

IF ADVERTISING WERE ELIMINATED!

CAN you imagine what existence would be like if all advertising were eliminated?

It would mean that the grocer would not have his name or his business printed over his door or on his window. The drug stores would not display the globes of colored water. The minister would not announce the topic of his next sermon, nor the mid-week meetings, from the pulpit. There wouldn't even be sign posts at country crossroads, nor in the street corners in towns and cities.

If you would visit a strange community where there was no advertising whatever, you would realize how absolutely dependent you are upon advertising. If you wanted to go to a store, particularly the best store, no one could direct you, for that is advertising—word-of-mouth advertising, which is sometimes as important and as valuable as any other. Frankly, you would find it practically impossible to live without advertising, although you might manage to exist after a fashion.

A mere child could tangle us up in about a minute if his insatiable curiosity were directed to advertising. To his first question we could promptly and truthfully reply that a man advertises to make money. But for the next logical inquiry, "How does he make money by advertising?" the answer isn't so easy. Possibly the childish mind might be satisfied with the explanation that advertising increases the volume of business, which is true of course; but it is neither comprehensive nor final.

You may follow it through ever so many ramifications, and in the end you will find that advertising pays for the simple reason that it renders a service to you and me and to the man and woman next door.

The great agents of civilization are those which save time and increase the comfort and convenience of people. These are the things that make the railroad and the many applications for electricity—the telegraph, the telephone, light, power—so enormously valuable. Advertising belongs in the same category. There is no way of estimating its capacity for saving time, for increasing comfort.—*Woman's Home Companion.*

PROGRESSIVES
In tobacco circles judge a cigar by its quality—not by its price or its gilded band. Hence they rank the "New Ten" Cigar, with its superb
Delicacy of Aroma
in the class with cigars costing two or three times the humble dime which will buy you, anywhere, anytime
The New Ten Cigar

Happy conception and strong argument

HAMILTON NEWSPAPER UNION LIST

is composed of country newspapers with a genuine subscription circulation.

□

More than 75 per cent. of all the newspapers in Canada are Country Weeklies.

□

No advertising proposition can stand beside continuous space in the Local Publications when country people are to be reached.

□

Country trade is valuable, and sticks. It is useless trying to capture it except through the Local Weekly.

□

The largest and most successful advertisers invariably use our list of Country Weeklies.

□

Sworn Circulation for 1911, 2,347,656

Weekly Average, 45,135

Hamilton Newspaper Union
Hamilton, Canada

The
Windsor Record
(Daily and Weekly)

is the only effective advertising medium that circulates in the growing cities of Windsor, Walkerville and Sandwich, and the County of Essex.

Circulation exceeding 9,000

THE PETERBOROUGH EVENING EXAMINER

has a Daily circulation, "sworn to," of over 4,000 copies. Advertisers who wish to cover Peterborough city and district should use the Daily and Weekly Examiner.

The Peterborough Examiner
Peterborough :-: Ontario

ADVERTISING—LIGHT OF BUSINESS AND ECONOMY

Extracts from a powerful article which recently appeared in "The Sunday American." One of the strongest pieces of advertising literature published in recent years.—Editor.

NOT alone business men, merchants, advertising men or editors are interested in advertising.

The whole country, every citizen, every woman, every child, derives benefit from the advertising art, which has been developed within the present generation.

Every schoolboy knows how the human race has begun its mental development since language was discovered. Before men could speak they could not tell each other their ideas or help each other.

Children Should Have Good Light for Studying

A poor light strains the eyes, and the injurious effects may last for life. An oil lamp is best. The light from the Rayo Lamp is soft and mellow. You can read or work under it for hours without hurting your eyes.

The RAYO is constructed scientifically. It is the best lamp made—yet inexpensive and economical.

The **Rayo** Lamp, made of solid brass—nickel plated. Lighted without removing chimney or shade. Easy to clean and rewick. Made in various styles and for all purposes.

Dealers Everywhere

THE IMPERIAL OIL COMPANY, Limited

WINNIPEG TORONTO MONTREAL ST. JOHN HALIFAX

Homely, well-worded and timely, well-displayed

What language is to the human race, advertising is to business, industry, commerce, manufacturing and economy.

Advertising is the language of trade, the language of energy, the language of prosperity, the language of the man of to-day determined to do in his life what in former years could not be done in fewer than half a dozen generations.

Advertising, as the word indicates, is giving information.

Literally translated, the word means, "to turn to," from the Latin of *ad*—to, and *verto*—turn.

The advertisement turns the public to the thing wanted.

Advertising, the voice of commerce, tells the work that the thinkers, fighters and inventors of industry are doing.

* * *

Very old, indeed, is advertising The rainbow in the clouds, according to the Scriptures, was one of the early advertisements. It promised that men should not be destroyed with a flood again. In that advertisement, brilliant in color, magnificent in size, supreme power announced the fact that that particular flood was to be the last flood.

Caesar used the advertisement when, fighting the patricians and using the bulk of the people against his enemies in the Senate, he caused the proceedings of the Senate to be advertised on the walls of Rome. That was the first semi-modern advertising.

Thirty Thousand Prosperous People in

Moose Jaw

Ready to Buy Your Goods

All you have to do is give them an opportunity—tell them what you have for them and where it may be bought. Tell your advertising story through the medium of their favorite newspaper—

THE MORNING NEWS.

The Morning News has by far the largest circulation of any paper published between Regina and Calgary. Fully 80 per cent. of the people of Moose Jaw read the News, and it covers very thoroughly the Province of Saskatchewan, north, south and west of Moose Jaw.
The Morning News for the City of Moose Jaw and small towns within a radius of 150 Miles.
The Moose Jaw Weekly News for the surrounding country districts. **Write for rates and sample copies.**

The NEWS PUBLISHING CO., Limited Moose Jaw Saskatchewan

QUALITY COUNTS

The best is the cheapest and

The St. Thomas Times

(Daily & Weekly) is the best. Circulates in the majority of the homes of St. Thomas and Elgin County's prosperous residents. Sworn statement of circulation. The Times' field is one of the best for business and **The Times** covers it thoroughly.

ADVERTISE IN

The St. Thomas Times

ADVERTISING THAT PAYS

For the city of Stratford and the County of Perth the

Stratford Herald and Perth County Herald

are the best advertising mediums. Plant your seed in the form of an ad. in **The Herald** and you will reap the harvest of substantial increase in your business.

ADVERTISE IN

The Stratford Herald

The object of men that create is to make their creations known.

And the task that advertising accomplishes, and that nothing else can accomplish, is to make known to all the efforts, the results,

BROWN XXX STOUT
An ideal tonic beverage
health giving and nourishing
Easily assimilated by invalids and convalescents,
to whom it is specially recommended by doctors
Brewed from Plenkett's Dublin malt, selected hops
and pure sterilized water, and bottled in the most up-to-date and sanitary plant in Canada, by
REINHARDTS' OF TORONTO
Inspection Invited

Featuring the bottle in a novel way

the inducements of the individual.

Many and ingenious have been the advertising methods of men since the beginning.

It was Solomon's advertising of his wisdom—in various very respectable ways—that brought the Queen of Sheba to see him.

It was advertising, undoubtedly, when young Cleopatra, hoping to get the Roman power behind her weak kingdom, had herself wrapped up in a rug, and, thus wrapped up, delivered in Caesar's private apartment. She was disappointed in the result of that advertisement, for, although she became the mother of Little Cesarion, Caesar's son, she was not able to influence or control him. And when she took Antony as second best, she failed and died.

It was good advertising when Canonicus, the Indian chief, intending to frighten the little group of New Englanders, filled a snake skin with arrows and sent it to Governor Bradford. And it was still better advertising when that same Governor filled the snake skin with powder and bullets and sent it back to Canonicus. This Indian gentleman looked at the white man's advertisement in the snake skin thoughtfully and decided to put off the fight indefinitely.

* * *

It was excellent advertising of her courage, and of woman's power to fight, when Hannah Dustin, of Haverhill, Mass., being captured by the Indians who murdered her baby, and being led away to be tortured, returned on foot bringing with her the scalps of ten Indians that she had killed in their sleep.

It was good advertising, although not meant as such, when Agazziz, the great naturalist, said, "I have not time to make money."

It was good advertising when Marc Antony pointed out the holes that the daggers made in

A successful half page but somewhat unbalanced

Caesar's clothing—and even better advertising when he mentioned with pretended reluctance how much of his money and property Caesar had left to the howling mob.

The Mail a

Sworn Detailed Statement of the Circulatio of The Daily Mail and Empire for 1912

DA.	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC
1	70.231	49.489	49.364	50.284	53.254	55.237	75.500	54.606	.....	53.979	52.581	....
2	54.593	49.490	52.865	49.687	51.304	.....	65.012	54.881	79.781	55.901	56.135	54.2
3	49.606	53.473	.....	51.716	51.382	52.917	55.264	58.886	60.641	53.793	.....	53.5
4	49.735	.....	50.013	49.990	54.756	52.028	53.763	.....	57.401	54.033	53.222	57.0
5	50.748	50.538	49.489	71.047	.....	54.108	54.597	78.209	55.300	56.801	52.566	53.3
6	53.961	49.333	51.457	58.367	51.927	52.117	56.904	60.480	55.110	.....	60.984	53.4
7	.....	51.537	49.541	.....	51.403	52.057	.....	56.959	57.995	54.057	52.792	56.7
8	50.004	49.368	49.570	50.675	53.369	55.562	54.649	55.286	.....	53.012	53.025	...
9	54.075	49.665	53.266	49.892	51.306	.....	54.107	55.351	55.227	56.614	56.295	54.0
10	50.853	53.118	.....	52.303	51.257	52.740	55.941	58.529	54.892	53.349	.....	53.1
11	49.466	.....	49.914	50.950	54.950	52.200	54.005	.....	56.581	53.334	53.622	56.5
12	49.771	49.628	49.209	51.719	.....	53.940	54.170	55.744	54.620	56.785	53.007	53.0
13	54.972	49.332	51.505	53.320	54.576	51.894	57.276	55.102	54.383	.....	55.069	53.1
14	.....	51.348	49.531	.....	54.130	52.088	.....	56.647	57.567	53.449	53.012	56.2
15	50.033	49.102	49.069	50.577	56.120	55.549	54.411	55.136	.....	52.929	53.137	..
16	50.608	49.071	52.925	64.187	53.992	.....	54.107	55.340	54.453	54.819	56.566	53.7
17	51.546	52.471	.....	66.405	53.824	52.905	56.993	58.463	53.636	52.655	.....	53.4
18	49.721	.....	49.575	64.756	54.906	52.032	54.097	.....	53.499	52.889	54.000	56.8
19	49.704	51.034	49.079	71.461	.....	54.333	54.388	55.785	53.720	55.768	53.428	53.3
20	53.405	49.294	51.045	67.642	54.973	52.138	57.427	55.055	53.849	.....	56.280	53.3
21	.....	51.606	49.086	.....	54.264	52.318	.....	56.926	57.563	53.275	53.590	56.3
22	49.933	50.117	49.184	51.506	56.280	56.005	54.813	55.115	.....	52.934	53.603	...
23	49.345	50.391	53.193	50.991	53.797	.....	54.357	55.247	54.490	54.643	56.849	53.
24	51.716	54.287	.....	52.967	74.511	53.498	56.024	58.467	55.243	52.916	.....	55.
25	49.646	.....	50.031	51.066	59.922	53.447	54.099	.....	55.829	52.976	54.308	75.
26	49.469	49.911	51.295	51.182	.....	55.614	54.233	56.086	53.797	56.363	53.557	57.
27	54.003	49.959	51.513	54.921	52.339	54.441	57.734	55.692	53.932	.....	57.086	53.
28	.....	51.756	49.550	.....	52.276	53.302	.....	58.716	58.080	75.036	53.467	56.
29	50.471	49.148	49.599	51.835	53.967	57.293	54.711	56.550	.....	67.980	53.444	..
30	49.684	.....	53.310	51.415	52.140	.....	54.728	56.109	54.738	54.681	56.757	53
31	51.802	.....	.....	.....	51.941	.....	56.683	59.652	.....	52.671	.....	55

SWORN ACTUAL NET DAILY AVERAGE 1912 54

Note the splendid, steady, healthy growth—

1909—41,423 1910—44,364 1911—50,916 1912—54,3

OFFICIAL DECLARATION

DOMINION OF CANADA
City of Toronto
To Wit:

I, WILLIAM JAMES DARBY, of the City of Toronto, in the County of York, Circulation Manager, of "THE DAILY MAIL AND EMPIRE," newspaper, do solemnly declare:—

1. That the actual net average circulation of THE DAILY MAIL AND EMPIRE per issue for the 12 months ending December 31st, 1912, was 54,355 copies.

2. That this statement of Circulation does not include any spoiled sheets, destroyed papers, or papers sold in any other way than day by day in the ordinary course of trade to News Dealers, News Vendors, and Subscribers, including "Exchanges."

3. That this statement does not include any papers sold wholesale as Election campaign literature or for any other purpose.

4. That the above tabular statement is a correct report of the Daily issues of THE MAIL AND EMPIRE for the year ending December 31st, 1912.

5. That these papers were distributed daily as follows:

ONTARIO	Toronto, City	26,590
	Ontario, outside of Toronto	25,673
Outside of Ontario		2,092
Total		54,355

6. That the books and records of THE MAIL AND EMPIRE office are open to any advertiser, or their representative, at any time, for the purpose of verifying the above statement, and that any assistance necessary will be given to them for the purpose of checking said statement.

And I make this solemn declaration, conscientiously believing it to be true and knowing it is of the same force and effect as if made under oath, and by virtue of the Canada Evidence Act, 1893.

Declared before me, at Toronto this 4th day of January, 1913.

[SEAL] **J. B. CLARKE**
Notary Public

W. J. DARBY
Circulation Manager

Saskatchewan

IS just now getting cash return for the largest crop in the history of this wonderful province. The grain growers of Saskatchewan are this year finding themselves with more wealth than they or any other class of Canadian farmers have ever had before. They are going to be bigger buyers; will want better goods and more of them. Doesn't it seem that such a condition warrants the careful investigation of every Canadian manufacturer who has a product that can be sold in this province? It doesn't pay to neglect Saskatchewan, and it is hardly possible to conceive of any advertising campaign in Saskatchewan in which *The Regina Leader* is not at the head of the list. The oldest and most influential daily in the province, *The Leader*, guarantees that it has by several thousands the largest circulation of any daily paper in Saskatchewan.

THE
LEADER PUBLISHING CO.
LIMITED
Regina - - - Sask.

Eastern Representative :
Edgar J. Guy, Canada Life Bldg., Toronto.

Also publishers of Prairie Farm and Home, the only farm and general weekly in Saskatchewan.

New Premises New Equipment

In order to accommodate increased business and to provide for the future, The Journal has just moved into a large new building at the corner of the Market and Park St. and has installed a ten page Duplex press of the most modern make.

Our editions hereafter will be from 8 to 10, 12 or 16 pages of 7 cols., 20 ins.

We purpose making 1913 a year of circulation advancement. We invite you to watch our growth and to remember us in your advertising appropriations.

Weekly Journal Established 1826
Evening Journal Established 1859
ST. CATHARINES
ONT.

Economic Advertising

will most effectively cap the efforts of your advertising manager and solicitor to get business for your paper.

It goes regularly into the offices of our leading National Advertisers, reaching a class of desirable customers you may have failed to land, or of whose existence you are unaware.

Use its columns regularly !
It will pay you well !

Economic Advertising
The Canadian "Printer's Ink"
Mail Building TORONTO

The history of the world has been a history of advertising, conscious or unconscious.

This generation of ours is the first that sees advertising as a science and an art.

And even this generation does not realize the importance of advertising, the dignity of the advertising profession, the extraordinary part that advertising is destined to play in the industry, the commerce, and especially in the economy of the country.

Emphasising the price end successfully

The advertisement is to the industry and business of the nation what the bright electric light is to the big engine producing the power. The little electric bulb tells what the engine is doing. The brilliantly worded advertisement tells what industry, commerce, manufacturers are doing.

In the olden days everything was slow. A man with great difficulty managed to place his little store on a street where many passed. The people only could know what he was doing if they passed his store.

Now a man puts his factory in a distant town; nobody has seen it, nobody knows perhaps where it is But that man puts his name, his purposes, his accomplishments, in the hands of tens of millions of human beings. He does not wait for the man to pass his door. He goes through the door of the house in which the man lives, and in this monthly, or that weekly, or in many dailies, presents to the man the story that he has to tell.

Xmas Shopping Swinging Merrily Along—
MANY IMPORTANT GOOD VALUES ARE HERE TO-DAY, COUPLED WITH SUGGESTIONS OF
"What Shall I Give"
THE STORE OF CHRISTMAS PLENTY
Come With the Crowds to the
BON MARCHE

An exceptional Xmas page from the West

Therein lies the power of advertising. You can work to-day and

Are Your Guns Double-Barrelled

In a strong sales campaign commercial literature is as the artillery in warfare.

A CLEVER commander uses his artillery in a two-fold way. He weakens the front of the enemy; he covers the advance of his own forces.

Apply the principle to your selling.—Excellent printed matter overcomes the indifference.—weakens the natural antagonism (conscious or unconscious) held by the buyer towards the seller. And good literature makes it decidedly easier for your personal representative to get a hearing.

Wise generals insist on **perfect** artillery as the only **efficient** kind.

Wise sales managers insist on **perfectly** printed commercial literature as the only **efficient** kind.

"ACTON-PRINTED" booklets, catalogues, and business literature generally is like the crack artillery—always does what is expected of it.

Permit us to quote on your next requirement.

Acton Publishing Co., Limited

TORONTO MONTREAL

to-morrow you can tell the whole world what you have done.

You can have a new idea this week, and next year that idea can be in the minds of fifty millions of human beings.

You are not bound by your location, limited by the strength of your voice. Your voice is the voice of the printing press.

No man need waste a day if he has the right idea and the energy, and knows how to talk for publication.

* * *

It is important that the public know what advertising means.

Especially important is the fact that plenty of advertising almost invariably means an excellent and honest product.

If you read that a man had invested a million dollars in a factory of brick, stone and iron, you would not need to be told that he would refrain from setting fire to that factory—especially if it were not insured.

There are many business men that have put not one million, but five millions, and ten millions into an advertising reputation.

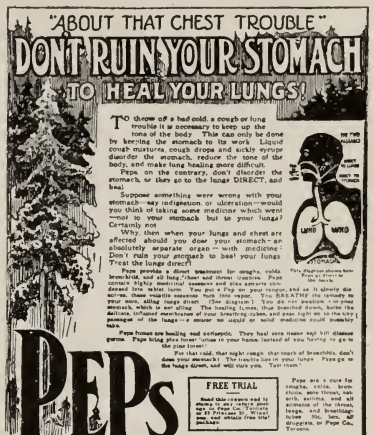
They have put their millions into words and have created by them a reputation as solid as any brick or any iron. That reputation is their fortune. That reputation is their lifework. It is not insured, it cannot be insured.

For the man who has put his millions into advertising, to lower the quality of his goods, to deceive the public, would be like setting fire to his millions without any insurance.

The man who advertises gives hostages to the public, and proves that it is his intention to succeed by giving value, by living up to that which he has promised.

* * *

There are, of course, fraudulent advertisers, although they are con-


"ABOUT THAT CHEST TROUBLE"

DON'T RUIN YOUR STOMACH TO HEAL YOUR LUNGS!

To throw off a bad cold, a cough or lung trouble it is necessary to keep up the tone of the body. This can only be done by keeping the stomach to its work. Liquid cough mixtures, cough drops and sickly syrups disorder the stomach, reduce the tone of the body, and make lung healing more difficult.

Peps, on the contrary, don't disorder the stomach, or they go to the lungs DIRECT, and heal.

Suppose something were wrong with your stomach—say indigestion or ulceration—would you think of taking some medicine which went —not to your stomach but to your lungs? Certainly not.

Why, then when your lungs and chest are affected should you dose your stomach—an absolutely separate organ—with medicine? Don't ruin your stomach to heal your lungs. Treat the lungs direct.

Peps provides a direct treatment for coughs, colds, bronchitis, and all lung, chest and throat troubles. Peps contain highly medicinal essences and pine extracts combined into tablet form. You put a Pep on your tongue, and as it slowly dissolves, these volatile essences rush into vapor. You BREATHE the remedy to your sore, ailing lungs direct. (See diagram.) You do not swallow it on your stomach, which is not ailing. The healing fumes, that breathed down, bathe the delicate, inflamed membranes of your breathing tubes, and pass right on to the very passages of the lungs—a course no liquid or solid medicine could possibly take.

Peps fumes are healing and antiseptic. They heal sore throats and lungs and kill disease germs. Peps bring plus fumes—where it's your home. Instead of you having to go to the pure forest.

For that cold, that night cough, that touch of bronchitis, don't dose your stomach! The trouble lies in your lungs. Peps go to the lungs direct, and will cure you. Try them!

Peps are a cure for coughs, colds, bronchitis, sore throat, catarrh, asthma, and all ailments of the throat, lungs and chest. Sold by druggists. 50 Peps in box, 25 cents. Peps Co., Toronto.

PEPS

FREE TRIAL

Send this coupon and to-day we will send you a trial package of Peps free. Write plainly and address Peps Co., Toronto.

Logical copy but somewhat crowded

stantly becoming fewer. And they are becoming fewer, thanks to the power of advertising itself.

For the advertising of honest men and of honest goods has made the work of deceitful advertising more and more difficult, less and less remunerative.

* * *

The world has thousands of gifted men to one genius. The gifted man makes our everyday life more livable; the genius, oh, well, everybody knows him—when he's dead.

* * *

No lie can last a long time.—*Hubbard.*

Advertising That Does Pay

NINETY PER CENT. of advertisers have no definite knowledge as to whether the various media they are using are profitable or not. They may know that their advertising in the aggregate pays, but they do not know what each individual newspaper is doing in the way of producing profits. With a mail order advertiser, however, it is different, and at the end of the month the mail order advertiser knows exactly what each newspaper has done for him.

Guenther, Bradford & Company, Advertising Agents, of Chicago, are among the largest contractors for mail order advertising doing business in America. In a recent letter from them they say:—

> "We believe we will be able to give you a good deal more business during 1913, as your publication is a splendid advertising medium, which has been proven by the fact that we have placed several advertisements in your paper for our clients, who have received most gratifying results from the same."

THE TORONTO DAILY and SUNDAY WORLD have a combined circulation of more than 118,000. You can get immediate direct results of the most convincing kind by using them judiciously.

THE VALUE OF THE STORE WINDOW

By H. V. Hollingsworth, Robert Simpson Co., Toronto

The following extracts from Mr. Hollingsworth's recent address before the Toronto Ad. Club emphasise with considerable clarity the advertising importance of the store window in the working of the modern store.

The speaker cast a number of interesting side-lights on the question of window trimming as an advertising force, and his remarks will be perused with much interest.—Editor.

THERE are two specific kinds of window dressing; one is termed the merchandise window and the other the advertising window. While every window display is an advertisement there are two particular classes. The merchandise window is intended to produce direct sales of the goods shown, whereas the purpose of the advertising window is to tell a story or to impress upon the mind of the beholder some particular fact concerning the merchandise displayed. In other words there must be an idea conveyed in the adv. window. You will grasp my meaning more fully as I proceed. Manufacturers, and especially those in the United States, are beginning to realize the fact, that the show window offers a bountiful harvest to the tiller of this fertile field and in the past few years, many of these have installed a window dressing department under a skilled specialist.

The Swift Packing Co. have their window dressing department, also the National Cash Register Co., the Shredded Wheat Co., and many other firms I could mention; and we have yet to learn of one manufacturer who has given window adv. a trial and dropped it. I have been approached by several Canadian manufacturers, asking me if I would take this same work up for them. Competition is bring-

One of the best Christmas efforts from the West.

ing about more economical methods of marketing all kinds of products and this will ultimately lead to the use of retailers' show windows by the manufacturers. The time will come when every manufacturer will have his window trimming staff or will have his window displays planned by an agency the same as his advertising is now planned. This is not a

dream but a reasonable deduction based on what has and is being done in this line. Competition alone, if nothing else, will force the manufacturer to instal the window advertising department.

You Beer Drinkers
Read THIS!
"Beer acted upon by light soon takes up the very disagreeable so-called "light taste," and also a repulsive skunk-like odor.*** Beer so affected is offensive to the palate of most consumers.*** Beer should not be exposed to light, especially to direct sunlight, as it will thereby be detrimentally affected, the light having an influence upon the albuminoids in beer, causes the beer to become hazy ***"
Extract from "The Beer Bottlers' Hands Book," by Philip Dornbach, Brewing Expert and Instructor at the Wahl-Henius Institute of Fermentology
The Brown Bottle is not a fad. Its use by Schlitz is based on scientific principles.
The first Schlitz was brewed in a hut, over sixty years ago. Now our agencies dot the earth. Our output exceeds a million barrels a year.
Why don't you make Schlitz your regular beer? It's pure beer
Hudson's Bay Co., Distributors, Victoria, B. C.
Be glad cream or cork is branded "Schlitz."
Schlitz
The Beer That Made Milwaukee Famous

Unfortunate caption but good talking sense

As an instance of this may be cited the case of the big talking machine companies. One of these companies put in a window advertising department under a man, who thoroughly understood the game and who planned a lot of good window settings, and in a short time they were delivering to dealers in their records and machines complete window displays that were far more effective and expensive than the dealer could produce himself. As a result every dealer carrying this company's line had eye-catching, business-getting window trims that produced big sales. That the competition was felt was evidenced by the fact that a rival company organized a department along similar lines.

* * *

In order to hold a job in the big department store the window trimmer has to be an all-round

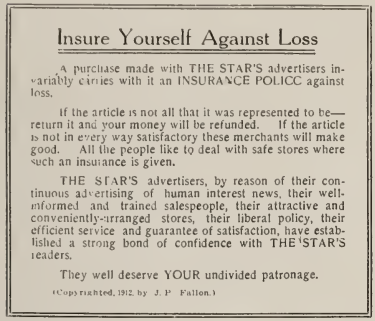
FARSIGHT IN CAR SELECTION
THE measure of your pleasure in motoring depends on the discrimination you use in purchasing your car.
Not alone should you investigate the worth of the car itself. You should be particular about the firm that makes the car. Look a little ahead—ask yourself whether the car you're about to purchase is likely to have a factory at all behind it six months hence.
There's sure satisfaction in the choice of a McLaughlin Car—not only are McLaughlin Cars trustworthy in themselves, but they come from a factory that has been producing high-grade cars for five years, and was making high-grade carriages nearly half a century before that—a factory that is the keystone of a big organization, with completely-equipped sales depots all over Canada.
Send for advance booklet of our 1913 models
McLaughlin
McLAUGHLIN CARRIAGE CO., Limited
Toronto Garage and Salesroom—Cor. Richmond and Church Sts. Other branches at St. John, Hamilton, London, Belleville.

Making capital out of the firm's reputation

merchandise man. He has to possess a good eye for proportion and color. He has to study style as it is brought out and the origin of style. He has to know something about

art, period decoration, architecture, weave and texture.

The successful man is one who has served a good apprenticeship in buying and selling merchandise and who has had years of contact with customers. He has to study the conditions of the house em-



Insure Yourself Against Loss

A purchase made with THE STAR'S advertisers invariably carries with it an INSURANCE POLICE against loss.

If the article is not all that it was represented to be—return it and your money will be refunded. If the article is not in every way satisfactory these merchants will make good. All the people like to deal with safe stores where such an insurance is given.

THE STAR'S advertisers, by reason of their continuous advertising of human interest news, their well-informed and trained salespeople, their attractive and conveniently-arranged stores, their liberal policy, their efficient service and guarantee of satisfaction, have established a strong bond of confidence with THE STAR'S readers.

They well deserve YOUR undivided patronage.

(Copyrighted, 1912, by J. P. Fallon.)

Giving the advertiser a pat on the back

ploying him and the locality they do business in. He has to familiarize himself with the various stocks from basement to top floor. He has to keep in touch with the newspaper work and all forms of advertising being done by his house. He has to do the buying in most places of all display equipment and study the manufacture of the same, and he has to be able to sketch and estimate. There are other qualities he has to possess too numerous to mention.

Now, what I have just stated are the arguments that crop up between the window trimming department and the advertising department, in their friendly rivalry. We know also that newspaper advertising has many advantages over window advertising, and you know what they are as well as I do. We, as ad. men in the big stores, know that as yet there is nothing to supplant that infallible combination in selling merchandise, that is the newspaper advertising, window displays, and the price and description show card. These are the three prime factors in turning goods into cold cash.

In connection with the show cards and price cards as seen on the counters and in the windows of our big stores it may be said that these play a larger part in

Are you a Sterling Man?
In your club or in your home, the 'wise' beverage for every occasion is
"STERLING" ALE
the delightful, sparkling product of choice hops, selected malt and the purest water. Keep a case always on hand. Brewed and bottled in the most up-to-date and sanitary plant in Canada by
REINHARDTS' OF TORONTO
Inspection Invited
Q-75
Sterling ALE

Forceful emphasis of name and trade mark

disposing of merchandise than perhaps most merchants realize. They are silent salesmen that are continually working. Thousands of sales are made daily through these cards, that otherwise would not be made. It is a common thing to see a customer having her parcel and change given to her by a salesperson without a word having been said by the customer.

THE CHRISTMAS NUMBER OF THE

KINGSTON STANDARD

contained more advertising and better paid advertising than any newspaper published between Toronto and Montreal.

It had also the largest bona fide circulation of any paper between these two points.

ADVERTISING RATES ON APPLICATION

Standard Publishing Co. - Kingston

Quality has First Call

QUALITY of circulation, that is, *suitability* of your medium, has more to do with profitable advertising than mere bulk of readers. Don't choose the paper with the largest circulation figures unless you are sure of the proper audience for your appeal. You have the use of more than 50,000 Canadian home readers in

THE NEWS

Toronto

AND while you are figuring on mediums, don't forget the largest circulation of any one paper cannot cover more than its own following—which is a small part of your territory in any city—especially in Toronto. News rates, considering its circulation, suitability, prestige and territory, are lower in comparison than any other Toronto Daily.

Get in touch with our Advertising Department.

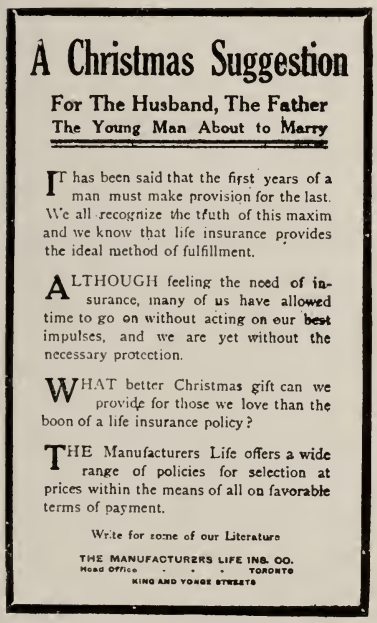
NEWS PUBLISHING CO., Limited, Toronto

RECENT ADS.—GOOD AND OTHERWISE

By the Captious Critic

IT is such a rarity to come across a good or even moderately good life insurance advertisement that it is a pleasure to comment very favourably on that of the Manufacturers' Life reproduced.

In this ad. the most is made of a strong appeal to sentiment—to


A Christmas Suggestion
For The Husband, The Father
The Young Man About to Marry
IT has been said that the first years of a man must make provision for the last. We all recognize the truth of this maxim and we know that life insurance provides the ideal method of fulfillment.
ALTHOUGH feeling the need of insurance, many of us have allowed time to go on without acting on our best impulses, and we are yet without the necessary protection.
WHAT better Christmas gift can we provide for those we love than the boon of a life insurance policy?
THE Manufacturers Life offers a wide range of policies for selection at prices within the means of all on favorable terms of payment.
Write for some of our Literature
THE MANUFACTURERS LIFE INS. CO.
Head Office TORONTO
KING AND YONGE STREETS

the natural instinct to protect and provide for those we love, and suggestion is cleverly made that an insurance policy exactly fills the bill as an ideal Christmas gift.

The text is well written and displayed, and there is not too much matter for rapid absorption of the contents.

No subject, to my mind, lends itself to good advertising so readily as life insurance, yet no advertising has, up to date, been so woefully and consistently neglected.

The writer of this ad. is to be heartily congratulated, and many other companies might with profit take a leaf from the Manufacturers' Life book.

* * *

Here is an ad. of Morse's Chocolates with the pretty girl idea and the carton strongly emphasized.

The strong elliptic border affords

How A Girl Loves
to bite into the fluffy, soft cream center and thick, deep chocolate coating of Morse's Milk Chocolate Creams.
Sometimes there's chopped-up pecans, or almonds, or walnuts, in the soft cream—sometimes a dash of "down East" maple—sometimes delicate vanilla or cocoanut.
There's nut Nougat that makes her hungry to think about. There's Moreata Caramel—a delight that brings her fingers into the candy box again and again
Our Chocolates are always fresh.
Morse's Milk Chocolate Creams
Each piece wrapped tightly in waxed paper, marked with the name of the flavor.
The double-thick milk chocolate coating keeps the soft, creamy center moist, fluffy, delicious
Each box contains a handsome certificate of freshness.
If your dealer does not have the original Morse Stevie Milk Chocolate Creams, write us
A. G. Morse Co.
Chicago
Look for the red Morse box—at your dealer's

a shape which is pleasing to the eye, although the half length figure of the girl has not reproduced well.

"Variety is the spice of life," so we believe, and the appeal is

Get Results From Women Readers

Montreal, Nov. 19th., 1912.

We must confess that up to to-day we have looked upon the "Gazette" as a man's paper. From now on, we are bound to recognize that the "Gazette" is read by women as well as men.

We advertised exclusively in the "Gazette" that 100 ladies' hand bags would be placed on sale this morning at 8.30; and it may be of interest to you to know that in two hours the hundred were sold: and in most cases but one bag to a customer.

HENRY BIRKS & SONS, LIMITED.

The Gazette - Montreal

THE TIMES

is the paper the live manufacturer or merchant should use during

1913—For Results

One of the best printed and most up-to-date papers published in Canada to-day.

NO WASTE CIRCULATION

Write for Rates:

TIMES PRINTING CO. LIMITED

HAMILTON, ONTARIO

Our Job Printing is the Best—WOULD LIKE TO DO YOUR WORK

made along the lines that the centres of these chocolates are flavored with many different essences—a surprise and a delight with every selection.

Another feature that deserves comment is that Morse's are wrapped individually and that each box contains a certificate of freshness—a strong talking point to the candy-loving public.

Though I am inclined to believe that the pretty girl idea has been somewhat overdone, there is much to commend this ad., which appeared recently in the *Saturday Evening Post*.

* * *

For a regular tongue-twister the caption of Dale's cake ad.

The Quintessence of Succulence

If you would like to serve a perfectly delicious confection as an ideal accompaniment to your afternoon tea—or with desserts order

Dales Fruit Cake

Sold by the pound or less at all the better class grocers and confectioners. Flavors: Sultana, plain Madeira, seed, Genoa, cherry and peel cake.

If your grocer hasn't got Dales Cakes, phone Main 4372 and we'll tell you where to get it quickly

"The Quintessence of Succulence" would be hard to beat.

Language was given us that we might say pleasant things of each other, but surely no self-respecting cake would care to be called such names as these.

Then, again, the writer is away off in the use of the word succulence, which can only mean "full of juice."

I imagine the amount of juice to be derived from squeezing a piece of Dale's Madeira or Seed Cake wouldn't fill many egg cups.

This is certainly a case where the writer in straining for effect in the use of uncommon and inappropriate words has fallen down badly.

* * *

Any person who has been paying even a casual interest in current advertising must have had a quiet chuckle to himself when running across any of the recent ads of Black Knight Stove Polish. The

BLACK KNIGHT STOVE POLISH
A New and Brilliant Era Dawns for Madame Japan
The handy paste in the big can. Ready for instant use. A few rubs bring the shine.
Black Knight
10c.—STOVE POLISH—10c.
Cheapest and best polish for Stoves, Grates and Ironwork on the market.

one reproduced is by no means the most foolish of the series, but it is sufficiently inane to warrant the Captious Critic's criticism.

"A new and brilliant era dawns for Madam Japan." I suppose this ought to be considered a smart

play on words, but my sense of humour must be lacking.

Luckily the wording that surrounds the Knightly rising gives some inkling of the article advertised, and it is only natural that the good lady should show some signs of surprise at the funny looking individual whose face is appearing on the horizon.

Maybe this kind of advertising has actually sold Stove Polish. If so the Captious Critic stands corrected and is away off in his criticism.

But a worthy article like this certainly deserves a better fate.

* * *

Here's one of a new series of ads of Hygeian Underwear, with

MOODIES
Hygeian
Hygeian Underwear and a Dainty Figure
always go together, and there is grace, style and comfort in Hygeian Underwear "Tailored to the Form."
Hygeian Underwear is made of specially selected yarn, spun and prepared by us. The workmanship cannot be improved, and remember Hygeian Underwear is made to fit.
Your underwear must be chosen nowadays with as much care as your gown, if you would be comfortable and properly attired. To know Hygeian Underwear is to love it. Do you know it? For twenty years the brand has been the standard for Canada, and to-day we are eclipsing all our previous efforts to produce an article of apparel that possesses lines that have grace, style and comfort.
"Hygeian" is made for all ages—infants—children—ladies—to fit all figures. In cotton—cotton and wool—wool and silk—silk and linen. Hygeian Underwear is made for children and infants. Hygeian Underwear is made and extra over sizes. All weights, Summer, Winter, Fall and Spring
AT ALL FIRST CLASS DEALERS EVERYWHERE IN CANADA
J. R. MOODIE & SONS LIMITED
HAMILTON CANADA

the "female form divine" in no less than fourteen different poses. The illustration at least has the virtue of emphasing the fact that women do wear underwear, though it is difficult to elucidate any other feature therefrom.

It is, however, decorative, and catches the eye, and we have nothing but praise for the excellent copy.

One paragraph in particular is worthy of favourable comment. "Your underwear must be chosen nowadays with as much care as your gown." That's a mighty good thought that will appeal to every woman who aims to be faultlessly attired.

The typesetting could hardly be improved upon, and the whole ad. is striking, original and dignified.

* * *

A record of 242 years of continuous trading is one enjoyed by few firms even in the older Euro-

pean countries, and the Christmas greetings of the Hudson Bay

Company conveyed in the full page ad. reproduced are novel if for that reason alone.

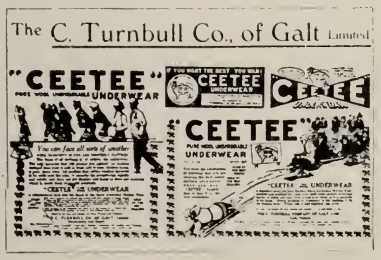
And some conception of the cosmopolitan population of Western Canada is gotten, when we notice that the Company's greetings are couched in no less than twenty-six languages, representing the different peoples that are customers of this great corporation.

It will be noticed that the national emblem of each country surmounts the various greetings in a shield effect, and the whole ad. is novel, distinctive and highly decorative.

* * *

The ad. of the Ceetee Underwear people in the Christmas number of the Galt *Reporter*, is not a very successful effort. Evidently these people had been sold half a page for this special number, and the job was how to cover the white space purchased.

So from the electros on hand four were chosen which nearly filled



the space. Then the firm name was set good and big at the top, and hey presto, you have a really first-class ad!

These individual ads are strong enough and well up to the average, but why such a surfeit of goodness?

* * *

The tendency nowadays seems to be to regard an illustration as indispensable to the successful ad. so that I am pleased to comment favorably on the strong Rice Lewis copy reproduced.

It is decidedly unpretentious,

Only a Few Days Left
In Which To Select Your
Christmas Gifts
We confidently assure you of a greater selection of useful articles that are high grade and exclusive in their line than you'll find at any other house in the city. We have only space to give a few suggestions, as under:
Brass Kettles and Stands.
Brass Desk Sets.
Brass Jardinieres.
Brass Fern Pots.
Brass Candlesticks.
Brass Curates.
Chafing Dishes.
Carvers, in pairs and set.
Cut Glass, exclusive designs cut from French blanks.
Percolators.
Cutlery in Cases.
Tea Trays, exceptional variety
Casseroles, earthen cooking vessels, glazed inside.
Sterling Silver, cheste and exclusive designs.
Electro Plated Silverware.
Scissors, in cases.
Manicure Sets.
These and many more await your inspection without incurring your obligation to buy.
For the convenience of those who find it unsuitable to shop during the day the store will remain OPEN THURSDAY, FRIDAY and SATURDAY EVENINGS.
"The Store With the Exclusive Stocks"
RICE LEWIS & SON
LIMITED
Established 1847 King and Victoria Sts

yet the suggestive power is undeniable.

Just a strong Christmas appeal followed by a selection of suitable Christmas gifts that must have proved of service to the gift-seeker.

Simple, dignified copy like this has real selling value.

* * *

Plant advertising that sales may grow.

WHAT'S DOING AT THE AD. CLUBS

TORONTO

The members had the pleasure of listening to one of the most thoughtful and striking addresses in a long while on December 3rd, when J. Sullivan, advertising manager of the *Montreal Witness*, spoke on "Judging the Merchandize Value of a Medium from Internal Evidence."

The advertiser, he claims, must have a working quantity—a growing quantity of circulation to have business coming all the time. And his first enquiries must be, (1) Who take his paper; (2) What buying power do they represent; (3) What are their vocations; (4) What is their proportion of intelligence; (5) What is their environment.

Successful merchandizing at the present day calls for three essentials. (1) The possession of an article of merit; (2) The existence of people who want, and who will and can buy the article, and (3) A means of distribution as perfect as possible.

Every successful business man fully realizes these three principles, and advertising is the fourth essential which is revolutionising all existing ideas about the other three.

And the success of all newspaper advertising is dependent upon the extent to which the journal has answered the queries first mentioned.

An advertising medium is, speaking simply, a salesman, and just as a sales manager selects his salesmen by certain definite principles, to such an extent does he make good.

The simile is complete—for just as a salesman must look well, speak well and act well to prove a success, so the successful newspaper must live up to the same standard.

Analysis of circulation and of locality of distribution were necessary things for an advertising man to make, but the crucial test was the analysis of the contents and policy of the medium.

By means of a couple of illustrations Mr. Sullivan described very graphically the best way to select a medium worth while.

On the one hand he pictured a well printed paper of topical interest, yet carefully edited and of such a tone that would naturally appeal to the more refined and wealthier classes.

On the other hand he mentioned the almost "yellow" journal, with scare headlines, undue prominence to crime and sport to the exclusion of the most important matters of life—in fact, an appeal to the sensation-loving, morbidly inclined section of the public.

Further caustic comparisons between the two classes of journal were drawn, and little doubt was left as to which would prove the more profitable medium for the article of merit.

Everything in nature, concluded the speaker, is bi-polar—has a positive or a negative pole. Like goes to like. Feeble minds

are drawn to the negative. People of character are drawn to the positive.

* * *

Mackenzie Wright, of the Wilson Publishing Company, Limited, Toronto, held the floor on December 10th, and in a highly pithy and humorous talk on "Neglected Advertising Opportunities" left behind much food for thought.

It is a black picture, affirmed Mr. Wright, that has only here and there a patch of light to brighten it. And then he proceeded to mention some dozen or two businesses that could get in the millionaire class rapidly by calling in the powerful aid of advertising.

Architects, lawyers, ambulance firms, waste paper merchants, lunch rooms, butchers, coal dealers, livery and cab proprietors, undertakers, carpet-cleaning concerns and cemeteries all came under his sweeping condemnation for neglecting advertising opportunities, and he certainly put forward a strong case in support of his arguments.

The talk was heartily enjoyed and gave rise to a spirited discussion.

* * *

Thursday, December 16th was Honorary President's Night, when Mayor H. C. Hocken and Dr. J. A. Macdonald of the *Globe* were the guests of honour.

The Hon. Robert Jaffray, Dr. Colquhoun, John G. Kent, Controller McCarthy, G. T. Somers, and W. P. Gundy were other notable guests who addressed the club.

An air of kindly good fellowship predominated, not the least pleasing moments occurring when good-natured jokes as to party politics and beliefs were bandied about by the speakers.

His Worship was in excellent form, and amused the audience with reminiscences of his early journalistic experiences.

The one distinct difference, he claimed, between himself and Dr. Macdonald was that the latter was working for international peace while he was working for local peace.

He eulogized the work of the Ad. Clubs, and declared it to be of the highest public value, because of its tendency to raise the general efficiency of its membership.

Dr. Macdonald spoke of the wonderfully good impression made by the Toronto delegation at the Dallas convention, and considered the advertising value of such conventions to the city of Toronto was incalculable.

A pleasing programme of harmony was artistically carried out.

* * *

"There was a sound of revelry by night" in lower Yonge Street on the evening of December 19th, the occasion being the annual Christmas tree and musical diversion of the Club.

Santa Claus was in a sympathetic and benevolent mood, and had evidently been well coached in the foibles and peculiarities of his beneficiaries, for the gifts were timely, and at times perhaps a

little too personal for a few that love to play a joke, but hate—well, you know!

Mayor Hocken's little chair for 1913 will probably have grown before these lines reach you, and "Big Ash's" menagerie broke all records for rapid multiplication.

As usual, the inimitable Jules Brazil was full of pleasant surprises with the musical end of the entertainment.

* * *

There seems to be a complete dearth of news from the several Canadian Ad. Clubs for the month of December, and for this the Christmas season with its manifold activities and gatherings must be held responsible.

We are in the fullest sympathy with the Ad. Club movement and our columns are always open for the reporting of club meetings.

Doubtless every Canadian Ad. Club will be in full swing again this month, and we anticipate a budget of reports to include in our February issue.

THE ARTIST AND THE COPY WRITER

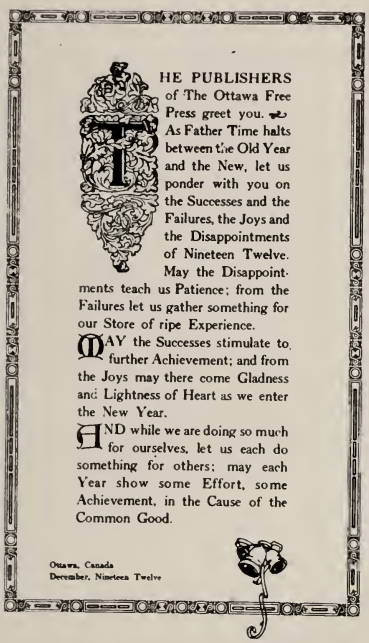
By Mark P. Haines, Advertising Manager Barnes-Crosby Company

A FEW years ago a man who wrote a play was not obliged to consider anything but his own conception of how his characters should speak and act under the conditions which he imposed upon them. To-day it is different. Dramatists create their characters not according to the image they have in their mind's eye, but to accentuate the peculiarities of the actor or actress who is to play the leading part. Plays are made to order, just as a suit of clothes is made—for short actors and long actors—for placid actors and emotional actors—all to exploit those qualities of the star performers which have, in the past, most appealed to the theatre-going public. This is the reason that the theatrical records of the past decade show such a high percentage of failures.

There is a condition in the advertising field highly analogous to this situation. I refer to the prevalent practice of illustrating an ad. before the copy is written and in many cases before the idea has even been definitely conceived. In other words, the artist is asked to illustrate something which does not exist and will not exist until he creates "the something" around which the picture is to be drawn. The insidious effects of this shifting of responsibility are easily apparent. The result is often a mediocre hash of literary piffle and stilted art, starting with no purpose in view and ending in the same place. Unity and coherence are as vital to an ad. as they are to a short story. In fact, more vital, since a man reads a story because he chooses to, and an ad. because he cannot help himself.

The competition in advertising has been tremendous. It would be strange if the strenuous pace which has been set has not brought

to light certain weaknesses on the part of the men who are engaged in giving publicity to advertised products. This is not so much their fault as the fault of the pressure which has been placed upon them. Instead of devising a sound and well-pointed idea to put before the public, the advertising


THE PUBLISHERS of The Ottawa Free Press greet you. As Father Time halts between the Old Year and the New, let us ponder with you on the Successes and the Failures, the Joys and the Disappointments of Nineteen Twelve. May the Disappointments teach us Patience; from the Failures let us gather something for our Store of ripe Experience.

MAY the Successes stimulate to further Achievement; and from the Joys may there come Gladness and Lightness of Heart as we enter the New Year.

AND while we are doing so much for ourselves, let us each do something for others; may each Year show some Effort, some Achievement, in the Cause of the Common Good.

Ottawa, Canada
December, Nineteen Twelve

A novel, artistic greeting from a progressive daily

man is more often frantically engaged in writing a readable story around an impossible picture. The burden of thinking has been put on the artist—a man who, whatever his skill may be in creating novel and striking designs, cannot give the plausibility to an advertisement that a definite, concrete idea back of the whole ad. will supply.

When a novel or a magazine is to be illustrated, the artist is furnished with the manuscript, or possibly advance proofs. From these he gets a clear, well-defined conception of the characters and scenes which he is supposed to depict. Consequently there are few books and magazines published to-day which are not well illustrated by the only intelligent method that could be used—drawing the picture after the copy has been written.

It has been my personal experience that those advertisements which have been most successful are those which have been conceived in the mind of the man who is close to the business which is being advertised. Yet, it is a rare occurrence for any artist who designs advertisements to be supplied with the copy which he is to illustrate. He is given a few specifications and the rest is left to his active imagination. It is to the everlasting credit of the artist that he has been able to get away with it in as many instances as he has.

Creating a demand with the buying public is far too intricate a problem in modern advertising to be left to the temperament of an artist. Sound advertising demands sound thinking backed by actual experience with the goods to be advertised and the people who are to buy these goods.—*Judicious Advertising.*

MEN AND MEDIA

STIRRING messages of great tasks and greater opportunities awaiting Baltimore and words of praise for energetic work were brought out by business men of national fame at the fourth annual banquet of the Advertising Club of Baltimore at the Hotel Emerson on December 27th. The speakers included George W. Coleman, president of the A.A.C.A.; Herbert S. Houston, Mayor Preston, A. W. Thompson, Richard H. Waldo, William Woodhead and Douglas N. Graves.

* * *

The National Vigilance Committee of the Associated Advertising Clubs of America has published a pamphlet for the purpose of increasing public confidence in honest advertising by discouraging that which is not honest. Constructive thought and moral suasion are to be used on the one hand, the committee says, and "drastic measures on the other."

* * *

Matters in regard to the proposed increase on postal rates of second class mail matter are at present *in statu quo* pending the report of the committee consisting of J. F. McKay, president of Canadian Press, Limited, and John Bone, of the Canadian Press Association, who have been deputed to obtain expert advice.

Largest Morning Circulation in Vancouver

(Over 21,000)

The Sun

VANCOUVER, B.C.

BURRARD PUBLISHING CO., LIMITED

Publishers THE SUN.

J. C. Walsh has resigned the editorship of the *Montreal Herald*.

* * *

Heartiest congratulations to Sir John S. Willison, Editor-in-Chief of the Toronto *News*, whose knighthood was gazetted among the recent New Year Honours.

SIR JOHN S. WILLISON
Editor-in-Chief, The *News*, Toronto

* * *

The Niagara District Printers' and Publishers' Association is the title of an organization formed in St. Catharines, Can., one of the first moves of which will be to increase the price of all classes of job printing. Secretary John Imrie of the Canadian Press Association addressed the association showing that considerable work is being done below cost.

The officers were elected as follows: President, W. J. Burgoyne, St. Catharines; vice-president, John H. Thompson, Thorold; secretary Louis Blake Duff, Welland.

* * *

Dr. J. A. Macdonald, editor of the Toronto *Globe*, was a speaker at the banquet of the Canadian Club in New York on Dec. 7th.

* * *

An advance copy of the Automobile Blue Book of Montreal reaches us from the *Montreal Star*.

The contents comprise an exhaustive analysis of the automobile situation in that city based on a special census taken by this leading paper, and include a list of owners of cars registered during 1912.

This Blue Book will prove of inestimable value to motor manufacturers and agents.

The material is comprehensive and authoritative.

* * *

The St. John, N.B., *Globe*, forward an attractive booklet dealing with the progress and building activity of their city—the ever open gate of Canada.

A number of excellent half-tone illustrations embellish the text which is timely and convincing.

* * *

All the London papers except the *Times* and *Daily Telegraph* and the chief provincial papers, with the exception of the *Newcastle Chronicle* and the *Leicester Daily Post*, did not publish on Christmas Day.

This is the result of many years' effort on the part of George Stem-

bridge, manager of the Sheffield *Daily Telegraph*.

* * *

John Appleton was presented with a gold watch by his associates on the *Winnipeg Free Press* just before his departure for Toronto to assume the editorship of the *Financial News*. Mr. Appleton was a resident of Winnipeg for seventeen years and had spent ten years with the *Free Press*, where he became an authority

A RECENT COVER
Simple, decorative and very effective

on financial subjects. At the farewell ceremonies W. J. Healy made a short address and the presentation was made by W. F. Payne.

* * *

The Annual Financial Review of the Toronto *Globe* appeared as a special supplement to the daily issue of January 2nd. No man really interested in the material progress of Canada can afford not to read this thorough, comprehensive and reliable review of the past year's financial activities.

Lord Strathcona, than whom no one living knows his Canada better, contributes a "Watchword for 1913," and amongst other able articles are those from the pen of Sir William Whyte, the Western magnate, and Sir Richard McBride.

* * *

The *Retail Grocer and Merchants' Magazine* is the name of a new monthly publication to be published on Jan. 20th by the Commercial Press Limited, of Toronto.

It will be devoted to the grocery and allied trades, and exceptional plans are being made to create a new record in circulation trade-building during the coming year.

In size, appearance and editorial merit, the standard will be of the highest, and it will cover Ontario and the West, where it is estimated there are 15,000 merchants handling groceries.

The new venture has our best wishes for success.

* * *

H. Gagnier, Limited, Toronto, with their numerous publications, including *Saturday Night*, and the Gagnier Advertising Agency, have removed from their old premises on Adelaide Street to the handsome new Graphic Arts Building on Richmond Street West, where ample accommodation has been provided for the growth of their business.

A part of the same building is occupied by Grip Limited, engravers, who have vacated their premises on Temperance Street.

* * *

An exceptionally well printed and artistic booklet in gold and black on heavy rough white stock reaches us from the Acton Publishing Co., Limited, of Toronto.

The cover is embossed in gold with the caption, "Dignity" and the firm's initials, and the reading matter emphasizes the necessity of maintaining dignity in the appearance of all printed matter.

This booklet should serve its purpose well as a business producer.

* * *

The Montreal *Star* forwards a booklet entitled "Points of the Star" which contains a fund of information showing Montreal to be the greatest buying centre in Canada.

For those who wish to obtain specific and reliable information regarding Canada's metropolis, the booklet will be of considerable interest. A copy may be had for the asking.

* * *

E. St. Elmo Lewis, ad. manager of the Burroughs Adding Machine Co., Detroit, has been elected on the organization committee of the National Conference on Vocational Guidance.

The object of this conference is to study the question of making efficient men by determining early the right kind of work they are best fitted for, and training them along that line.

Gone Another Better

Since Nov. 14th, 1912, we have gone our advertisers and "Our People" one better and superseded our 5-year-old Protective Policy with

Our New Guarantee

HERE IT IS:

We guarantee that every advertiser in this issue is reliable. We are able to do this because the advertising columns of Farm and Dairy are as carefully edited as the reading columns, and because to protect our readers we turn away all unscrupulous advertisers. Should any advertiser herein deal dishonestly with you as one of our paid-in-advance subscribers, we will make good the amount of your loss, provided such transaction occurs within one month from date of this issue, that it is reported to us within a week of its occurrence, and that we find the facts to be as stated. It is a condition of this contract that in writing to advertisers you state: "I saw your advertisement in Farm and Dairy."

Rogues shall not ply their trade at the expense of our subscribers, who are our friends, through the medium of these columns; but we shall not attempt to adjust trifling disputes between subscribers and honorable business men who advertise, nor pay the debts of honest bankrupts.

Would you like to have your ad. travel in clean, absolutely guaranteed company and go **out to more than 15,000 Dairy farmers** — prosperous people with big regular incomes?

We've won a wonderful confidence amongst "Our People." It'll pay you to come to them. Start now and be in our Big 5th Annual.

Poultry No. — Feb. 6th

Write for particulars and specimen copy of first and only Canadian Farm paper to give its readers guaranteed protection.

Farm & Dairy

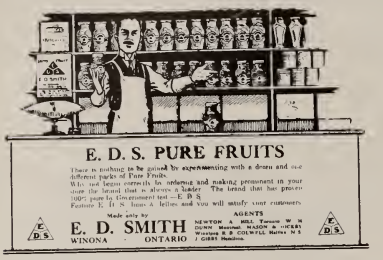
PETERBORO - ONT.

"A Paper Farmers Swear By"

The recognition accorded by the Canadian Press Association to the firm of Reynolds & Fraser, of Vancouver, B.C., advertising agents, has been withdrawn under date December 5th, 1912.

* * *

An annual feature of a large number of Canadian newspapers is



Original treatment of trade paper illustration

the special Christmas Number with illustrated coloured supplement, and judging from a number of copies with which we have been favoured their general size and appearance, and high standard of artistic merit reflect the highest credit on the papers concerned.

And, judging from the very large volume of local and national advertising carried, the hearts of the various advertising managers must have been considerably gladdened at the festive season.

Among those deserving of special praise we may mention *The Kingston Standard*, *The Ottawa Valley Journal*, *The British Whig*, Kingston, *The Telegraph and Sun*, St. John, N.B., the *Galt Daily Reporter*, and the *Toronto Globe*.

* * *

There seems to be no letting up in the good old custom of sending Christmas and New Year greetings, and to the following business friends from whom we have received cordial and artistic greetings at the festive season we tender our best wishes for renewed prosperity and happiness in the coming year:

Canadian Thresherman and Farmer, Winnipeg, *Ottawa Free Press*, Ottawa; The Strathmore Press, Toronto; The Ware Company of Canada, Montreal; *Western Home Monthly*, Winnipeg; *Montreal Standard*, Montreal; *Le Prix Courant*, Montreal; *La Presse*, Montreal and Toronto; C. LeRoy Dickinson, *Cosmopolitan Magazine*, New York; *The Montreal Star*, Montreal; Carl G. Beal, Toronto; Dunlop Tire Co., Toronto; Canada Cycle and Motor Co., Toronto; Gillette Razors, Montreal; A. M. Kennedy, Underwood Typewriters, Toronto; and many others of a more personal nature.

* * *

W. E. Nichols, president and editor of the Winnipeg *Telegram*,

Harveys' Scotch Whisky
A 10 Year Old Blend
OBTAINABLE AT THE HOTEL MOSSOP, TORONTO
'The 19th Hole'
As supplied to the leading GOLF CLUBS
The 19th Hole.
$12.35 per doz. bottles free delivered in Montreal.
To all other cities in Dominion plus actual freight rate.
Clearance and delivery undertaken by Canadian Agents free of trouble and expense.
Bonded and Blended by
JOHN HARVEY & SONS, Limited :: Bristol, England

A case where the picture talks

has been selected to prepare the case of the newspapers in the matter of the contemplated increase on the rate of postage on second class mail matter. Mr. Nichols will commence his work this month.

The Meaning of the Word 'Service'

Agency Service has long ago ceased to be a mere bargaining for white space. It has grown to be the most profitable selling help for manufacturers of every class of goods.

WOODS - NORRIS SERVICE

is Agency Service at its best—thorough, personal and economical.

We are splendidly equipped to advise on selling plans and distribution methods, and our up-to-date art, copy and checking departments will go a long way to make your advertising entirely efficient.

Many leading National Advertisers bear witness to the efficiency of our service.

May we demonstrate how we can help YOU? It will put you under no obligation to ask for details.

Woods-Norris Limited

Advertising Agency

MAIL BUILDING - TORONTO

In Selling Your Goods

"GETTING at the consumer" is the object of all salesmanship.

Who are the consumers of YOUR products? Are you selling clothing? It is the great mass of men in offices and shops which you must reach. Is it a food-product? Then you must reach the housewife who prepares the meals---and incidentally the man who will eat them.

So with furniture, with pianos, with shoes—there is someone at the end of the line who is going to use those goods. That is the person—man, woman or child—to whom you must talk.

Selling and advertising are not always done on a scientific basis. In your own case are you sure you are talking regularly to the men and women who are the ultimate purchasers of your goods? Are you sure you reach them?

That is a question that it is worth your while thinking about for a few minutes—and then talking over with your sales-manager.

With home and foreign competitors urging their wares at every turn, dare you consider your market safe? It is only ordinary business insurance to keep your goods constantly and uninterruptedly before the people who buy. Tell them about their quality and their uses. Show how they are made and of what material. Make them know as much about their excellences as you yourself know.

When you have done that your salesmen will meet a ready welcome among the wholesale and retail dealers. The cost of your advertising will be met by the increased returns of your selling force.

The Globe goes into 59,000 homes daily, covering a reading and buying public of a quarter of a million—and a quarter of a million of the biggest consumers in Canada. Let us tell you how to talk to that quarter of a million.

The Globe

TORONTO

CANADA'S NATIONAL NEWSPAPER

1. 6 FEBRUARY—1913 No. 2

Economic Advertising

CONTENTS

PAGE

Straight Talks 1

The Flat Rate—A Word of Warning—Bulk Circulation—Advertising Life Insurance.

The Simplicity of the Effective Business Letter 13
By N. E. Ellison

Recent Ads.—Good and Otherwise 19
By The Captious Critic

Whitelaw Reid on the Newspaper of the Future 23

Who Foots the Bill? 25

Enthusiasm in Copy 29
By J. D. Woolf

What's Doing at the Ad. Clubs .. 33

Men and Media 39

WOODS-NORRIS LIMITED
PUBLISHERS
MAIL BUILDING, TORONTO, CANADA

Advertisers

who want the best results always patronize

The Toronto Daily Star

They know, by experience, that it has no equal in the city and province as an advertising medium.

Sworn net daily average circulation for December, 1912

80,152

Largest without exception in the province of Ontario,

United States Representatives:

New York—Chas. H. Eddy, Metropolitan Bldg.
Chicago—Eddy & Virtue, People's Gas Bldg.
Boston—C. H. Eddy, 294 Washington Street

Economic Advertising

ADVERTISING RATES

	1 month.	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.
Condensed Rates, 3 cents a word; Minimum, One Dollar.

Vol. 6. Toronto, February, 1913 No. 2

STRAIGHT TALKS

THE FLAT RATE

THE composition of human nature is such as to make it inevitable that every new introduction and invention shall have its band of ardent supporters as well as its quota of pessimistic detractors.

And though the flat rate has now been in force in many quarters for a considerable time, it is a sufficiently novel way of selling advertising space to warrant comment, especially as the pro's and con's of the case are so marked.

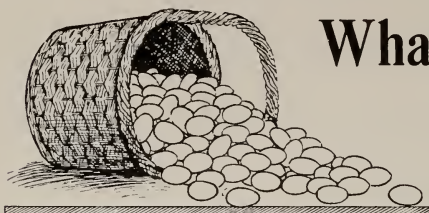
Let us review briefly the merits and demerits of the flat rate system.

At the present time with many of those papers which still use the sliding scale of rates, it is by no means the easiest job in the world to figure the cost of a contract, especially if it be for some special advertising such as a company prospectus, which is not definitely quoted in many leading Canadian papers.

Above everything else it should be made as simple as possible for the advertiser to find out exactly what his space is to cost him, but the system of short rating alone is difficult for many to grasp and leads to extra work and annoyance, which is not conducive to increased business.

Simply because the magazines have made it so easy to buy space by means of their fixed rates and regularly-divided pages, they have, we think, cornered a lot of business that would otherwise have gone to the daily press.

From the January *Bulletin* of the Associated Newspapers covering leading journals in thirty-one prominent centres of popu-



What Do You Pay For Eggs?

¶ How much do you pay for eggs! *The farmer gets that.*

¶ Have you noticed the price of wheat lately—and butter, milk, poultry, beef, lamb, pork, vegetables, fruit? *Almost everything you eat comes from the farmer.*

¶ What do you pay for rent, coal, car fare, theatres, servants and service? These troublesome items of expense are practically unknown to the farmer.

¶ The farmer has money in the bank. He also has money to spend and he spends it freely—for what?

¶ Read the answer in the advertising columns of the FAMILY HERALD AND WEEKLY STAR, the big farm weekly that is read by upwards of 600,000 people in rural Canada. You will see that the farmer's requirements are as broad and numerous as those of his city cousin. He is buying automobiles, player pianos, lighting plants, vacuum cleaners, telephone systems, tailored clothes, bonds, real estate, fountain pens, typewriters, safety razors and every other modern commodity as well as all the staples.

¶ THE FAMILY HERALD AND WEEKLY STAR is the only *National* farm publication in Canada. It is read as extensively in the West as in the East. It is distributed from 97 per cent. of the post offices in the Dominion. Its circulation is greater than any six other Canadian rural weeklies combined.

¶ If you have anything to sell to Canada's rural millions, the FAMILY HERALD AND WEEKLY STAR will take your salesman message into the family circles of over 133,000 selected homes at the lowest possible cost.

¶ Write for specimen copy and further particulars.

ADVERTISING MANAGER

Family Herald and Weekly Star

MONTREAL, CANADA

lation in the United States and Canada, we find no less than nine are now quoting a flat rate for run of paper, and these include many of the most progressive papers on the continent. And the tendency is certainly for the number of these flat rate journals to increase rather than decrease.

Does not the flat rate, by eliminating all argument as to the question of price, save much time and produce smoother business relations? We think this must be one result of its introduction.

Then, too, where the question of price does not have to be considered, because the flat rate *should* place every advertiser on the same footing, more time is left for the solicitor to discuss the worthiness of his medium and to give the advertiser genuine selling help and advice. Yes, the flat rate, on the face of it, seems to represent the one logical method of selling space.

But we must look fairly at the other side of the question which bristles with arguments against its use that appeal with equal strength.

Grafton B. Perkins, in a recent article in *Printer's Ink*, introduces his subject on the value of the flat rate with these pointed words, "The best argument against the flat rate is that it does not exist," and we must confess to some hesitancy in denying that his assertion is correct.

In all justice to the big department store and other consistent local advertisers, using full page and other large space daily, is it fair for them to be placed on the same scale as the foreign advertiser using one or two hundred lines once a week?

In every line of industry economy is effected by buying in large quantities. This is a recognized and healthy condition in modern business because it reduces all round the cost of the article.

And the selling of white space is just as much a commercial proposition as the selling of machine parts—the cost of production to the publisher of his paper can be determined with as equal accuracy as the cost of any manufactured article.

If, then, it is not just for the smaller foreign advertiser to obtain the same flat rate as the big local advertiser, is not the present day flat rate system a mistake?

It is not for us to say that there is a discrimination of rates or allowing of rebates in favour of local advertisers, but if such is the case we should consider the publisher fully justified.

As Mr. Perkins puts it, "Ask the solicitor if he would accept your contract with the provision that no other advertiser, local or foreign, should enjoy a lower rate for any amount of business, and with barely enough exceptions to prove the rule his answer would be 'No.'"

Here is a thought that strikes us.

CANADA MONTHLY'S

circulation is one of quality and quantity plus concentration in a prosperous territory (Western Canada).

Ninety-five per cent. is mailed direct to the homes of subscribers. (Less than five per cent. sold over news-stands.)

Our circulation is expanding with every issue.

When making up your next appropriation, write us and let us give you full information about CANADA MONTHLY.

VANDERHOOF-GUNN CO., LIMITED, Publishers

LONDON TORONTO WINNIPEG CHICAGO

For Eastern Canadian and American manufacturers there does not exist on this continent a better or more profitable field in which to market their goods than

THE CITY OF VANCOUVER and THE PROVINCE OF BRITISH COLUMBIA

That of course is in *this* year of 1913. What it will be ten or fifteen years hence is quite removed from the region of surmise because then, and likely long before then, this coast will be producing all that we now have to import. But now the field is ripe and open to almost everything the East can manufacture.

THE SUN

A morning paper published in Vancouver every week day during the year is sold to

21,000 SUBSCRIBERS } DAILY
100,000 READERS }

21,000 and over individual Subscribers daily

IT IS GROWING—Like everything else in the West.

Published in Vancouver, B.C., every week day by

The Burrard Publishing Company, Limited

Eastern Canada Representative

EDGAR J. GUY, - CANADA LIFE BUILDING, - TORONTO, ONTARIO

Granted the big local advertiser is entitled to a better rate than the small foreign publicity seeker, why not *two* flat rates, one for foreign and one for local business?

The idea might prove workable and possibly would eliminate much dissatisfaction at present felt by many advertisers.

A WORD OF WARNING

WITH but few exceptions, the introduction of American ways and methods has met with a half-hearted response from the conservative and phlegmatic British public, and in many instances attempts to gain publicity for American goods in England without having first of all studied the habits and customs of the people, has met with very disastrous results.

Charles F. Higham, the well known and successful London advertising man, in a recent letter, points this out in a very forcible manner.

It would seem, from his remarks, that the exploitation of many American and Canadian manufactures in the Old Country has been done in a careless manner, with no adequate study of existing conditions, and failure to tap the profitable waiting market has been the result.

We cannot too strongly condemn such methods.

Men who on this side of the "pond" willingly spend months in perfecting their product, arranging for distribution, studying local conditions, and writing copy to fit exactly these conditions, have been content to attempt to foist their wares on the British public by means of similar publicity which has made good in the United States and Canada.

To any one who understands the British temperament and the dislike of the proletariat to things American, no more suicidal policy can be imagined.

Steps are being taken, however, to promote a better understanding, and it is planned to exhibit at the Baltimore convention an exhaustive display of current British advertising which has proven its pulling power.

This should be most instructive and helpful to American and Canadian firms who contemplate advertising in Great Britain.

Better than in any other way it will indicate the style of advertising which is profitable in that country—the *restraint* which is essential in the "copy" placed in the press of the United Kingdom, and the line which has proven most successful to follow.

Anybody can succeed in Britain if they use the right methods..

Automobile Men

Will find the Toronto Daily and Sunday World with a combined circulation of more than

120,000

highly desirable media for their announcements. Quality and quantity in circulation are both represented here. Rates and full particulars from the advertising agencies or direct from

The World Newspaper Co., Limited
Toronto

methods, the right media, and the right "copy," providing they have a good article, but, of course, this latter is essential in any country

It is as futile as it is fatal for Canadian and American advertisers, when they start to exploit the English market, to think they know more about it than the Englishman.

It will amply repay any manufacturer to seek competent advice from the man on the spot and to make the most careful study of the vastly different conditions before he fires a gun in his English advertising campaign.

BULK CIRCULATION

IT SEEMS hardly necessary to reiterate that the purchaser of white space in the daily is entitled to a knowledge of the exact number of copies of the paper that his investment represents, and although nearly all of our best dailies are willing and only too anxious to produce such sworn figures, a few still take the unreasonable stand that this information belongs by right to the executive's private drawer, and is a matter of no concern to the advertiser.

Their stand is, of course, indefensible, as we have, on more than one occasion, pointed out.

That an advertiser in buying circulation should *know* what he is going to get in the way of quantity is now recognized by every normally-minded publisher.

But is this amount of bulk circulation necessarily of any value at all?

Can a large volume of circulation be of any use whatever to an advertiser whose goods in no wise appeal to the inclination, purchasing power or necessities of its readers.

It has been a hard fight to get publishers to see that a regular sworn statement of quantity is due to their advertisers. A step in the right direction we will admit, but not enough.

Bert M. Moses, president of the Association of American Advertisers, than whom no greater authority on circulation exists, puts the case so succinctly in a recent address delivered in Columbus, Ohio, that we may be pardoned in quoting his words on the subject, especially as they coincide so exactly with our sentiments in the matter:—

"There is one kind of circulation that is valuable, and another kind that is of no value whatever.

Of what value is circulation secured by giving away premiums that are alleged to be worth more than the subscription price—when

Proven Paid Circulation of The Canadian Countryman

October 12, 1912—4,852
February 8, 1913—26,442

The above is really a remarkable achievement—the result altogether of a large circulation organization, backed by a magazine of distinctive character and unique attractiveness. The extension of our circulation force and the maintenance of a high standard of reading matter, will enable us to reach well over 50,000 paid readers by the end of the year.

We have been more than delighted with the expressions of appreciation that have reached us from representative farmers in all parts of Canada. They have written to assure us that we have hit on exactly the right idea for a weekly agricultural magazine that will have the maximum interest to its readers.

Our contention as to the high quality of interest which THE CANADIAN COUNTRYMAN will get for its advertisers is borne out by the results of a mail order advertisement, for a good firm, that was run in our January 11th issue. The same advertisement was used in five other well-known farm papers. For the month of January only one medium produced more returns than this magazine, and we led the other four by a big margin. This, in spite of the fact that some of the other papers published the advertisement a week earlier than we did, and, therefore, had a week longer in which to show results.

We'll be very glad to describe to advertisers our plans for reaching 50,000 circulation by the end of the year. You will find them very interesting.

The plan of proving circulation each week in the magazine itself by means of post office and news company vouchers will be continued throughout the year.

If there is any information you desire about THE CANADIAN COUNTRYMAN—its policy, circulation, etc. —details will be promptly forwarded.

The Canadian Countryman Pub. Co.

8 Colborne Street -:- -:- -:- Toronto

T. J. Tobin, Advertising Manager

subscribers subscribe for the premium rather than for the publication?

Of what value is circulation largely made up of copies purchased for the purpose of cutting out voting coupons?

Is circulation circulated free by campaign committees of any real value to anybody but the advertising manager and the publisher?

When an advertiser buys circulation, he is entitled to *know* what he is going to get in the way of quantity.

That is so self-evident that no normal man disputes it.

And the only way to know is to set an accountant at work upon the books.

But *how* was the circulation secured?

Where do the papers or magazines go?

What kind of people comprise the readers?

How many copies *get into the home?*

What kind of advertising is accepted?

If the circulation of a two-dollar magazine was built up by giving away four dollars' worth of bum dishes, it is not worth so much per thousand as the circulation secured by printing a good magazine."

This is a pretty large order, you will say, to ask from the publishers.

As we know in Canada many still cling to the premium idea to promote circulation—many, sad to say, are still accepting advertising which, to say the least of it, is insufficiently edited.

But, my dear advertiser-reader, we can see nothing in the questions listed above that the right kind (or should we say the best kind) of medium for your publicity should not be able to answer to your entire satisfaction.

Every trend in the development of advertising during 1913 seems to be working along the lines of quality and greater efficiency.

Several firms we are acquainted with have for some time past refused to pay for ads. when placed alongside what they consider objectionable advertising.

That there will be a greater bulk circulation during the coming year is an accepted fact. More magazine and more newspaper advertising must accompany the wonderful material growth of our country, and we owe it to posterity as much as to ourselves to see that the quantity increase is followed by marked development in quality and efficiency.

The Peterborough DAILY EXAMINER

has now a SWORN CIRCULATION OF OVER 4,100 copies daily. Advertisers who wish to reach the Peterborough public should ALWAYS USE THE EXAMINER.

WRITE FOR RATES

THE
Peterborough Examiner
LIMITED
Peterborough :-: Ontario

Economic Advertising

will most effectively cap the efforts of your advertising manager and solicitor to get business for your paper.

It goes regularly into the offices of our leading National Advertisers, reaching a class of desirable customers you may have failed to land, or of whose existence you are unaware.

Use its columns regularly !
It will pay you well !

Economic Advertising
The Canadian "Printer's Ink"
Mail Building TORONTO

If you buy engravings of mechanical subjects, write at once for this catalogue. It speaks for itself !

The Hood-Sandham Co. LIMITED.
10 Johnson St. - TORONTO

ADVERTISING LIFE INSURANCE

A NUMBER of letters received by the Editor from life insurance officials with reference to the article on "Advertising Life Insurance" in last month's ECONOMIC, all heartily agree with its writer as to the main points of his contention. They realize that daily newspaper columns can be used with practical effect to create a public prejudgment in favor of life insurance, if the right "copy" is provided.

One correspondent, overlooking the fact that Mr. Geldart's copy criticism referred only to public press, wrote as follows: "I think you have not allowed for the fact that there are many audiences to be addressed some of which would be influenced by figures, some by sentiment, etc. One would not address the reader of 'Office and Field' with an expression such as 'Do women like insurance? Widows Do.' This would answer for a daily, but not for a paper read by hard-headed business men. We must *adapt* our talk after agreeing with the paragraph in the article which says "Each company in its advertising should aim to advertise the whole business and yet make sure of its own. It should be impersonal advertising, made personal by each company," the correspondent remarks: "Here you have touched indirectly the weak spot in the proposed co-operative publicity-bureau. The individual subscribing company does not 'make sure of its own'—but casts its bread upon the waters by no means certain that it will return after many days, at least, to its own office."

As Kipling says: "That's another story," and will appear in our next. The individual company that would fail to secure its own just share of business, after an increased public favour had been created for life insurance, would be somewhat lacking in individual enterprise.

* * *

THE SALEMAN OFF DUTY

THE scientific salesman is industrious. When he is not selling he is thinking. He constitutes a standing committee on ways and means to devise new plans and execute new schemes to promote his business. He keeps in close touch with his superior officers, seeks their confidence and gives them his, and establishes a closer bond of friendship between his customers and the house he represents.—*System.*

* * *

Be willing to accept advice from an advertising man whose position enables you to believe him capable of knowing what he is talking about.

PHONE ADELAIDE 1678

THE SIMPLICITY OF THE EFFECTIVE BUSINESS LETTER

Simple Principles of Expression which are Essentials in Effective Business-Getting Letters—Time and Effort Saved in Getting Down to Fundamentals—Letter-Writers of To-day Apt to Forget the Lessons of Yesterday—By N. E. Ellison.

IN business letters of to-day we are apt to pass by the simple principles of composition that make letters readable, interesting and coherent.

We have a sort of a blind faith that a few sentences hastily thrown together will convey our thought, even though connecting thoughts are absent. If our ideas get on paper without introduction or sequence, we feel that just because they are *there* they must be understood and grasped readily by the reader.

If the up-to-date thinker and business man, before he dictates the letter that *is going to make the sale*, or before he prepares the last follow-up that will clinch the argument, will go over in his mind the simple rules that govern expression of thought, more sales would be realized and more "prospects" would be *on the books*.

Unity in letter writing is important.

Too many men try to crowd a number of subjects into a letter of two or three paragraphs.

A publisher sends a form letter as a closing date reminder, he crowds into the letter a number of uninteresting reasons why all advertisers should be represented in the issues and his main point a "hurry up" call for copy, is buried in a haze of long sentences and minor subjects. The real subject of the letter is lost.

Too many thoughts in a sentence, paragraph or letter will make the whole vague and ineffective.

The principle of unity further demands that the letter be breathed from one "point of view." A change in point of view without making the transition plain is confusing to the reader.

Coherence is another principle often overlooked.

Coherence literally means "sticking together." Ideas must not only be arranged logically but they must be cemented by connections and words of relationship.

ARRANGEMENT OF IDEAS ESSENTIAL

Usually the important places in a sentence, a paragraph or a whole letter are the beginning and the end.

Startle your readers with an original expression of an old truth to demand attention. Describe it and then pound it home with a few expressive words and you've made that crease in the "prospect's" mind. Don't shuffle your thoughts through the entire letter.

PERFECT REPRODUCTION

of your half-tones and zincs is assured if you send them to the

WILSON-HUNT COMPANY

We control our own power, and make our own live steam, so that we are in a better position than most other houses to give prompt and efficient service.

Skilled labor, the best of materials and the latest machinery warrant our asking for

A TRIAL ORDER

NOTE THE ADDRESS AND PHONE NUMBER

THE WILSON-HUNT COMPANY

ELECTROTYPERS AND STEREOTYPERS

62 Temperance St. (The Old Grip Bldg.) TORONTO

Adelaide 3260

The Hamilton Spectator

The net sworn detailed statement of circulation of The Hamilton Spectator for 1912 is now in press and will be distributed to all advertisers and the leading agencies during the month. For January the net daily output was over 25,000 copies.

Concentrate your advertising. By all means concentrate—but concentrate on things worth while. Therefore concentrate in Hamilton on The Spectator—its largest and most effective advertising medium.

The Spectator Printing Co., Limited

Hamilton, Ont.

The careless use of improper words must be avoided.

The use of *one* obsolete or improper word in a letter has destroyed the good effect of an entire letter and the writer is placed in a ridiculous light. His argument may be substantially sound, still the wrong use of one word will spoil the impression desired.

Improprieties such as these rob language of definiteness and produce obscurity.

LONG AND SHORT SENTENCES

Very often our thoughts come in quick succession. We are too apt to set them down in short, jerky sentences, unvaried by longer sentences, and a certain effect of crudity and distracting jerkiness is produced.

An uninterrupted succession of long sentences produces exactly the opposite effect from choppiness and sensationalism. It makes the style dull, heavy, and at times obscure.

ORIGINALITY OF EXPRESSION

The letter, of course, that catches our attention is that which presents facts in a new light. This is the ideal which we all attempt

The examples given below show two styles of presenting an old proposition. It is evident that the man who has clothed his thoughts in a little different way has drawn the attention of a greater number of readers.

Gentlemen:

Please send copy at once for your client's advertisements in the June issue of ——. We are making up the forms now and those who are so lucky as to have gotten their copy in early are receiving our best service and attention. This is one way of adding to the value of your advertisements which you cannot buy.

June is not too late to influence many sales which have been delayed for one reason or another—and as for supplies, such as tires, spark plugs, oil, tools, accessories, etc., etc., there is not a better month in the year. The increased usefulness the owner gets out of his car with the better weather and better roads serves as a reminder that it is your goods he needs.

Another important feature is that the June advertising of your 1912 product will not have to divide attention with the announcements of 1913 models which will appear in the following issues. We know from the great amount of instructions already received that the June issue is considered especially valuable by the majority of advertisers.

The first form closes next Friday, May 10th; final forms the 15th. We cannot promise proofs for correction on any copy received after the 10th.

Yours very truly,

Gentlemen:

'Tis a very good world that we live in—to spend, or to lend, or to give in—but to beg or to borrow—or extract—

HAMILTON NEWSPAPER UNION LIST

is composed of country newspapers with a genuine subscription circulation.

□

More than 75 per cent. of all the newspapers in Canada are Country Weeklies.

□

No advertising proposition can stand beside continuous space in the Local Publications when country people are to be reached.

□

Country trade is valuable, and sticks. It is useless trying to capture it except through the Local Weekly.

□

The largest and most successful advertisers invariably use our list of Country Weeklies.

□

Sworn Circulation for 1911, 2,347,656

Weekly Average, 45,135

Hamilton Newspaper Union
Hamilton, Canada

What Western Canada Offers You

There is a big market in Western Canada for almost every kind of manufactured article. This market can be developed through newspaper advertising.

In Saskatchewan the one paper **with a really provincial** circulation and influence is THE REGINA LEADER.

The guaranteed, sworn circulation of the LEADER for 1912 was 11,796—daily average. This is guaranteed larger than the combined circulation of all other daily papers in Regina. THE LEADER is the only paper in this city issuing sworn circulation statements. During 1912 THE LEADER carried 10,092,530 agate lines of paid advertising as compared with a total of 9,385,160 in the other two daily papers in Regina.

Morning and evening editions.

All advertising goes into both editions at the one cost.

THE
LEADER PUBLISHING CO.
LIMITED
Regina - - Sask.

Eastern Representative :
Edgar J. Guy, Canada Life Bldg., Toronto.

U. S. Representative
H. DeClerque, 800 Mallers Building, Chicago.

with or without forceps—your copy and cuts in sufficient time to meet that timehonoured and moth-eaten request for "top outside corner of the first right hand page following text"—

Well—believe me—it slightly disturbs my childlike faith in that musty old assurance that "every cloud has a silver lining."

APRIL—First form closes Monday, February 26th.

Last form closes Monday, March 4th.

Very truly yours,

THE VALUE OF BREVITY

Some one has figured out that the cutting of one superfluous word out of each sentence would increase the time of the reading public by onetwelfth. If, in addition to dropping useless words, useless details also were omitted, one can guess the saving in time and effort. Perhaps the first and simplest rule that one must learn is that to be forceful one must be brief.

The use of superfluous words as distinct from superfluous details or ideas, may take any one of three forms. Redundancy, or the use of a needless word here and there; tautology, or a direct repetition of thought, and verbosity, or a superfluity of words.

As an example of redundancy note the following sentence taken from a recent display advertisement: "It is a scientific fact that when there is a covering of snow on the ground it keeps the ground from freezing to as great a depth at it otherwise would."

This thought could have been expressed in much fewer words as, "A covering of snow keeps the ground from freezing as deep as it otherwise would."

As an example of tautology: "This paragraph is poorly and ineffectively arranged and by this arrangement loses force. Verbosity is too common a fault with present day writing to require illustration here."

THE SUGGESTIVE POWER OF WORDS

Most of us feel that we have a full understanding of a word if we know the dictionary meaning. But the dictionary meaning is by no means the only significance a word has. There is hardly a word in the language, apart from mere verbal links, that has not a kind of secondary meaning, a fringe of suggestion.

Few business men stop to think of these few simple rules which have governed writing since its institution. If more men realized that the human mind cannot grasp an expression of thought without its being carefully introduced, described and emphasized, less time and effort would be expended in the preparation of business letters and "follow up" matter of a weak and ineffective nature.

Those letters which give the reader the desired idea, or conception, and take from him the least in time and effort, undoubtedly are the business-getters. Time is precious.—*Judicious Advertising.*

You Can't Expect Results If You Do Not Advertise

ADVERTISING makes the wheels of a Business go round and keeps your name before the *Buying Public.*

THE "TIMES" in Hamilton is the paper you should use for results—reaches the people in their homes.

Write for rates.

TIMES PRINTING CO. LIMITED

HAMILTON, -:- -:- ONTARIO

Daily and Semi-weekly.

Thirty Thousand Prosperous People in

Moose Jaw

Ready to Buy Your Goods

All you have to do is give them an opportunity—tell them what you have for them and where it may be bought. Tell your advertising story through the medium of their favorite newspaper—

THE MORNING NEWS.

The Morning News has by far the largest circulation of any paper published between Regina and Calgary. Fully 80 per cent. of the people of Moose Jaw read the News, and it covers very thoroughly the Province of Saskatchewan, north, south and west of Moose Jaw.

The Morning News for the City of Moose Jaw and small towns within a radius of 150 Miles.

The Moose Jaw Weekly News for the surrounding country districts. **Write for rates and sample copies.**

The NEWS PUBLISHING CO., Limited Moose Jaw Saskatchewan

RECENT ADS.—GOOD AND OTHERWISE

By the Captious Critic

HERE'S a simple yet effective ad. of the Toronto Electric Light Co., where the service idea is prominently brought out.

Competition between the gas and electric light companies is not nearly so keen in Canada as in Great Britain, where the rival companies will actually instal stoves and other apparatus free of charge, with a view to increasing the consumption of their gas or power, but the idea of stating approximately what the cost of wiring a house will be, and offering expert advice and estimates, without obligation, is a real good one.

Criticism might be made of the

THE COST OF WIRING YOUR HOUSE—?

AN already constructed house may be wired very cheaply. The average house of eight rooms will cost in the neighborhood of $65, while one of six rooms may be wired for as low as $50.

As each house presents individual conditions, the exact cost cannot be determined except by examination. Without charge or obligation, a representative will call at your convenience and explain matters to you in detail. Among other things he will give you an estimate of how little any reliable contractor will charge for the installing.

Write a note or call up

ADELAIDE FOUR-O-FOUR.

THE TORONTO ELECTRIC LIGHT CO., LIMITED, 12 ADELAIDE STREET EAST

badly-broken caption, and of the unusual and somewhat ugly initial letter, but on the whole, the ad. is praiseworthy.

This modern idea of service is one which may well be emphasized in the advertising of every business.

* * *

The use of the human hand in advertising illustration is nearly as common as the arrow and the pretty girl, yet there is something about the hand in the Corbett ad. reproduced that gives it distinctiveness.

Perhaps it is because of the really excellent drawing and strong

CORBETT'S
IRISH WHISKEY
Stipulate Corbett's Three Star Brand.
There is a fascinating mildness about "Corbett's Three Star" Whiskey that will please you. It has none of that pronounced flavour identified with many Irish Whiskies, but is a Whiskey thoroughly mellowed and matured, breathing an air of purity and charm that cannot fail to appeal. Every bottle of "Corbett's Three Star" has the "Veritor" guarantee of excellence which protects you from inferior brands.
BROWN CORBETT & Co., Belfast & Coleraine.
Veritor

lettering over the Ben Day effect, but I venture to think a reproduction of a Corbett Bottle would have had more advertising value than the glass.

The ad. is interesting because it is that of a firm who belong to a combination that have made a decided innovation in trade marks. The trade mark "Veritor," I understand, is common to no less than four firms in competition, and all making Irish Whiskey. Each of these firms uses the name "Veritor" as a mark of quality on all its products, in addition to their own private brand.

$20,000 A WEEK

that's a conservative estimate of the spending power of the people of Lindsay and district.

Have you been getting **your** share? Surely it is worth going after!

THE
WATCHMAN WARDER
(WEEKLY)
AND DAILY WARDER

cover this field like a blanket. They are well-known and appreciated and are the ideal media to carry your message. Put them on your list **to-day.**

WRITE FOR RATE CARD AND INFORMATION

The Watchman Warder
LINDSAY, ONT.

NORTHERN ONTARIO'S ADVERTISING MEDIUM

The Daily Nugget with average daily circulation over 5,000, covers field from North Bay to Cochrane. Expended annually for labour and supplies over

$15,000,000

There's results awaiting the general advertiser.

RATES ON APPLICATION

The Cobalt Daily Nugget
Limited
COBALT, - - ONTARIO

The Authenticity Of Circulation Figures

is a burning question these days amongst buyers of advertising space. More than ever before they are demanding that they have proof of a paper's circulation, and, of course, why should not they have it? The CANADIAN COURIER is giving this information in the form of a sworn statement.

Moreover, all our advertising solicitors have been all through our circulation records, have examined our mailing sheets and have watched our presses while running, and when one of them tells an advertiser that the CANADIAN COURIER has over 27,000 subscribers, he is telling what he knows to be fact.

The information which is open to our solicitors is open to advertisers as well.

Phone or write us and give us an opportunity of placing the facts about ourselves before you.

THE
CANADIAN COURIER
TORONTO -:- CANADA

I don't believe a similar experiment has ever been tried in any other trade.

* * *

The Canadian Cereal people have been putting out some con-

The Morning Hustle

From the slumber quarters all over the house, all roads lead to the dining room in the morning. And everybody's on the road!

Are you ready for them when they reach their goal?

You will be—always—if you serve a Tillson's Rolled Oats breakfast.

It's only a trifling little matter of 15 minutes to cook Tillson's. Those even flakes of filmy thinness just can't help cooking through and through in a "jiffy."

And the porridge—how good it—how nourishing!

Tillson's Oats

Rolled Thinnest—Cook Quickest

Try Tillson's tomorrow. Your grocer has them. Sold only in packages—never in bulk. Two sizes—10c and 25c. Each 25c package contains a handsome dish of good English porcelain.

QUALITY QUALITY

CANADIAN CEREAL AND FLOUR MILLS LIMITED, Toronto, Canada
Makers of Tillson's Oats—Rainbow Flour—Sun Flour

sistently good copy both for Tillson's Oats and Rainbow Flour, and the accompanying ad. is no exception.

A very strong point of the oats is that they are rolled so thin that perfect cooking is effected in a very short while, and the illustration well depicts the "morning hustle", and makes capital out of the short time usually available for the morning meal.

Then again, the package with the familiar old Scotsman connects up well with the name of the goods and trade mark, though perhaps the words, "Sold only in packages —never in bulk" are important enough to warrant a little more prominent display.

I don't think, however, anything is gained by dropping the word "bedroom" for the more cumbersome "slumber quarters," and the goal of this breakfast dainty I should imagine is a little further than the table. But this is being a trifle over-captious.

Everything considered, the ad. is mighty good.

* * *

Few captions that I have come across lately are quite as good or expressive as that of the Waterman Fountain Pen ad. reproduced. It appeared in the magazines at the

The Present with a Future
Waterman's Ideal Fountain Pen
This Quality Pen Appeals To Everyone
NOTHING could serve the purpose of Christmas giving more acceptably than Waterman's Ideal. It is of the useful sort that is increasingly advocated. Gifts of this pen mean an end to inky fingers and scratchy pen-nibs and a convenience that will facilitate a friend's business or social writing for years to come. The exclusive success of the Waterman patents and the care in making the pens are known throughout the civilized world. There is a pen for every member of the family in large and small sizes, plain or handsomely mounted in gold or silver, and with pen points to fit every handwriting—then there is a Safety type for women, and the Self-Filling Waterman's Ideal. Pens are exchange-able after Christmas to suit the hand. Our illustrated booklet, sent free, will assist you in electing
An Attractive Christmas Booklet
Your Local Dealer
will show you our selection
L. E. Waterman Co., 173 Broadway, N. Y.

Christmas gift season, and the idea of the wearing qualities of this pen are well brought out in this caption.

Then too, the type matter is seasonable, well set, straight to the point and convincing, and the illustration with the three pens,

The Jewish Daily Eagle

The only Jewish daily in the entire Dominion of Canada

"The Eagle"

Reaches almost every Jewish house in this Dominion, and as an advertising medium is unsurpassed and stands unique in it's class.

Subscription price, $3.00 per annum
Moderate price for advertising

HEAD OFFICE

Eagle Building - - - Montreal, Que.

BRANCH OFFICE

113 Queen St. West - - Toronto, Ont.

SPEAK IN FIVE LANGUAGES

You can do it if you will let us help you. Send your advertising copy to us in English and we will translate it, free of charge, and insert your announcement in five different publications. You can reach the buying public in Western Canada in no other way.

WRITE FOR PARTICULARS

West Canada Publishing Co., Limited
WINNIPEG - - - CANADA
The Most Cosmopolitan Publishing House in the World

Christmas bells and company's trade mark is sufficiently attractive, though not unnecessarily elaborate.

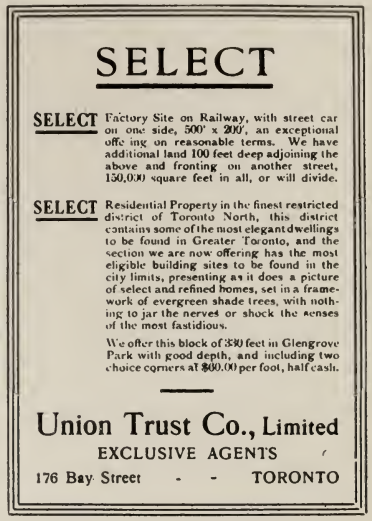
This style of advertising is good, straight, common sense copy that bears the hall mark of truthfulness and quality, and I know it has proven wonderfully successful.

* * *

The ad. of the Union Trust Co., clipped from the February *Realty Review* deserves special mention by reason of its typographical excellence.

The caption is certainly an unusual one, but conveys the required idea that the property offered is a specially good "buy," and the repetition of the word "select" serves to hammer this home forcibly.

The language used in describing the residential property for sale is, perhaps, a little fanciful, but the point brought out that the property is far removed from


SELECT
SELECT Factory Site on Railway, with street car on one side, 500' x 200', an exceptional offering on reasonable terms. We have additional land 100 feet deep adjoining the above and fronting on another street, 150,000 square feet in all, or will divide.
SELECT Residential Property in the finest restricted district of Toronto North, this district contains some of the most elegant dwellings to be found in Greater Toronto, and the section we are now offering has the most eligible building sites to be found in the city limits, presenting as it does a picture of select and refined homes, set in a framework of evergreen shade trees, with nothing to jar the nerves or shock the senses of the most fastidious.
We offer this block of 330 feet in Glengrove Park with good depth, and including two choice corners at $60.00 per foot, half cash.
Union Trust Co., Limited
EXCLUSIVE AGENTS
176 Bay Street - - TORONTO

factories and other objectionable features is a good one.

This quarter page space has certainly been used to good advantage.

WHITELAW REID ON THE NEWSPAPER OF THE FUTURE

THIS, then, I shall conceive to be the next great revolution in journalism. We shall not have cheaper newspapers. They are the cheapest things sold now, considering the cost of making them. We shall not have continually growing supplement upon supplement of advertisements. Individual wants will seek mediums more suitable. Only general wants will need the wider publicity of great journals, and these will be kept by increasing cost within manageable compass.

We shall not have more news. The world is ransacked for it now. Earth, sea and air carry news for us now from every capital, from every people, from every continent, from every island. We shall not have bigger newspapers; they are bigger now than busy people can read. We shall have better newspapers—the story better told, better brains employed in the telling, briefer papers, papers dealing with the more important of current matters in such style and with such fascination that they will command the widest interest.

The C. P. R. car shops at Calgary commenced operations February 1st.

Two thousand five hundred men will soon be employed in this immense industry, which means *another* 10,000 *population* for Calgary before the year is out.

Calgary is prosperous. Over $20,000,000 worth of buildings erected during 1912.

The Calgary district is the best and most responsive field to good advertising in all Canada. THE HERALD covers this field thoroughly, over 19,000 circulation sworn to daily.

Write to-day for rates and circulation statement.

The Herald Publishing Co., Limited
Calgary, Canada

EDGAR J. GUY. Eastern Representative,
61 Canada Life Bldg., King St. W., Toronto

The HERALD WEEKLY has over 6,500 circulation. It's Alberta's Leading Farm Journal.

Quality has First Call

QUALITY of circulation, that is, *suitability* of your medium, has more to do with profitable advertising than mere bulk of readers. Don't choose the paper with the largest circulation figures unless you are sure of the proper audience for your appeal. You have the use of more than 50,000 Canadian home readers in

THE NEWS

Toronto

AND while you are figuring on mediums, don't forget the largest circulation of any one paper cannot cover more than its own following—which is a small part of your territory in any city—especially in Toronto. News rates, considering its circulation, suitability, prestige and territory, are lower in comparison than any other Toronto Daily.

Get in touch with our Advertising Department.

NEWS PUBLISHING CO., Limited, Toronto

WHO FOOTS THE BILL?

"THIS article is just as good and costs less than the X brand because it doesn't have to stand such heavy advertising expense," says a certain grocer. Is he right? Is it an expense? Is advertising an expense?

The average person looks on the millions of dollars of advertising carried by magazines of national circulation as an expense. He believes that it is taken out of the pockets of somebody, though he doesn't have a clear idea who the sufferer is.

Let us see who really foots the bill.

IS IT THE MANUFACTURER?

Every maker of automobiles or flour, or any other article, is using his best brains to manufacture his wares as economically as possible and to put them into your hands with the least possible cost to himself. His criticism on every plan and method is merciless, and if advertising were an expense, instead of an investment that pays him well, he would stop it instanter.

IS IT THE STOREKEEPER?

Dead stock or goods that won't sell is the cause of most failures among retail stores. Good advertising is the best possible assurance that goods will sell. Advertising familiarizes customers with the goods, and makes quick, easy sales. Instead of the retailer footing the bill for national advertising, he finds in it one of the greatest builders of his prosperity.

IS IT YOU—THE CUSTOMER?

In everything you buy, you pay for three things—the raw materials, the cost of making, the cost of selling. So, if you choose, you can say that you "paid" for the machinery which makes good shoes cost you less than they did twenty years ago. In the same way you "pay" for the advertising which enables the manufacturer, through increase of his business, to put better value into his shoes. So, if you choose, you may say that the salesman and retailer "pay" for advertising which, while it may lower their percentage of profit, increases their earnings. So, if you choose, you may say that the manufacturer "pays" for the advertising which swells his dividends by diminishing the expenses of selling his goods. Advertising usually lessens the cost of articles as measured by their quality.

But more. A big business can be run more economically than a little one. Advertising makes business bigger and in this respect too it pays for itself out of savings in running expenses.

IS IT THE SALESMAN?

Two salesmen travel through Ohio, we will say, selling refrigerators. One offers a refrigerator that the public knows nothing about, and his trip yields orders for $4,000.00. The other sells a refrigerator which everybody knows favourably through advertising. His orders will amount to $20,000.00. Now the hotel bills, railroad fares

WESTERN CANADA

Offers a Most Attractive and Profitable Field for the Operations of the General Advertiser.

Attractive and profitable because Western Canadians are responsive to advertising solicitation, because they possess the means to gratify their many wants, and for the reason that Western Canada can be covered by an advertising campaign at a relatively small cost.

The almost invariable practice of general advertisers, engaging in a Western Canada campaign is to select as the keystone paper, the Great Western Daily, the Winnipeg Free Press, and then associate with the Free Press a carefully selected list of the farther West dailies in the live and growing cities of Saskatchewan and Alberta. This makes a most effective combination and enables the general advertiser to cover very thoroughly the widespread territory of Western Canada at a comparatively moderate cost.

General advertisers contemplating an advertising campaign in Western Canada should consult the Advertising Agencies, who are well prepared to prepare copy, select the mediums to be employed, present estimates of cost and suggest sales promotion plans.

E. J. GUY, EASTERN CANADIAN REPRESENTATIVE,
CANADA LIFE BUILDING, TORONTO, ONTARIO.

and other expenses will be the same for each, and these must be paid for out of the profits of the trip. Which will be able to command the larger salary?

A certain clothing house eight years ago did an annual business of $3,000,000, and the cost of selling the goods amounted to 8 per cent. Good advertising has since then increased their annual business to $15,000,000, and the cost of selling, including advertising expenditures, has fallen to 5 per cent. The salesmen are earning much more money, and the advertising has enabled them to do it, because while their commissions are smaller, their sales are easier and more than trebled in volume.

IS IT LOWERED QUALITY?

Bill Baker made pies, poor pies, without trade mark or label. These he sold to cheap restaurants, and little did he care whether the pies were good or not, because they were made to sell and hardly anyone knew who made them. But one day, growing ambitious, he put an advertisement of his pies in the paper which succeeded beyond his highest hopes. His small plant was swamped by calls for pies. As orders came in he saw himself in a near golden future the peerless pie king. Suddenly a new thought crashed through Bill Baker's serenity—a thought that had never intruded before. His pies were bad—so bad that nobody would ever buy a second one. This flood of orders instead of being a promise of fortune would ruin his reputation *unless he delivered good pies.*

In Baker's place, you would have done what he did—run to the telephone and telegraph to demand instant delivery of the best pie-making materials obtainable. Just as you would do, so do most manufacturers. As their business grows they realize more and more keenly that their prosperity depends on their making goods that their customers will continue to buy.

THE REAL ANSWER

All the questions above have been only half answered. The rest of the reply is plain when you understand what advertising is.

The constant aim of all human beings is to work wise economics in living. You don't consider the buttons on your clothes as an expense, because to get along without them would be vastly more expensive. The manufacturer doesn't consider as an expense a $5,000 machine which saves him $10,000 in three years' running.

Now it costs money to sell goods. We have automatic guns and banjos, but no article that is automatic enough to sell itself. The most costly way of selling goods is to store them and wait for purchasers to come. The least expensive way is to tell the public about them by advertising.

So, you see, good advertising is paid for by everybody and by nobody. By everybody, because we all bear our share in earning the money with which business is carried on, and by nobody, because advertising is a labour-saving method of selling goods.—*Saturday Evening Post.*

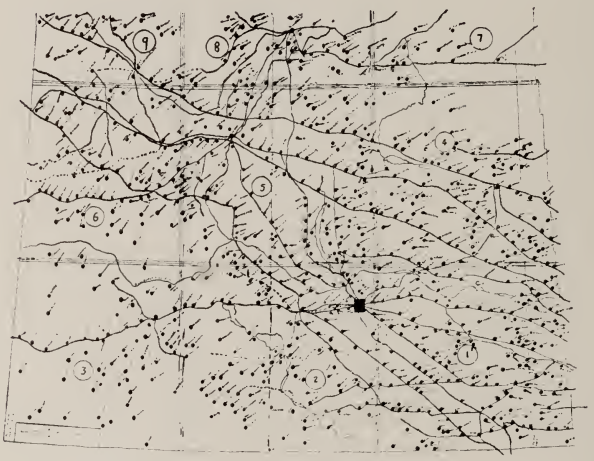
The Saskatchewan Standard

WESTERN FARMER'S FIRESIDE FRIEND COUNSELLOR

ESTABLISHED 1885

Has a larger list of readers within its home Province than any other newspaper published in this Province.

The home circulation paper is always the best advertising medium,



An average of sixteen copies of each issue of the Saskatchewan Standard goes to each Post Office on the map.

ENTHUSIASM IN COPY

Enthusiasm Sells Goods—Lifeless, Spiritless, Over-dignified Copy Should Have No Place in Advertising—Enthusiasm is the Greatest Asset of the Personal Salesman—A Comparison of Personal with Paper Salesmanship—By James D. Woolf.

NOTHING great was ever achieved without enthusiasm, one of our proverb-makers is quoted as saying.

He is right. Enthusiasm is one of the most important factors in every successful undertaking. Enthusiasm invented wireless telegraphy; enthusiasm built the airship; enthusiasm erects bridges and builds cities; enthusiasm made the automobile industry what it is to-day. Enthusiasm is responsible for the successful accomplishment of every undertaking, be it large or small.

ENTHUSIASM IN ADVERTISING

Enthusiasm is a great factor in selling and advertising. Enthusiasm sells goods. Enthusiasm is necessary before men will buy goods.

A man will not buy an automobile, or a set of books, or a farm, or a typewriter, or a can of tobacco, or anything, *unless he is enthusiastic about the thing he is considering purchasing.*

I have heard men argue very warmly that their favourite smoking tobacco, or safety razor, or whatever it happened to be, was the best. Each man defended his choice very aggressively, and could not understand how any sane man could possibly be satisfied with some other make.

These men were enthusiastic about their purchases—about the brands of goods they used.

The advertising that can arouse this kind of enthusiasm in men will sell the most goods.

Therefore, enthusiasm in *copy* is a great force. Copy should be full of spirit—full of life; it should be made to breathe—to live. Such enthusiasm in copy is contagious, for enthusiasm begets enthusiasm.

Much copy is flat, stilted, over-dignified, even melancholy. *Such copy repels readers.*

On the other hand, enthusiastic copy wins confidence; it makes readers think favourably of you and *arouses enthusiasm for your goods.* Enthusiastic copy breathes sincerity.

ENTHUSIASM A BIG FACTOR IN PERSONAL SALESMANSHIP

Salesmanship on paper and personal, face-to-face salesmanship have much in common. The greatest asset of the personal salesman is enthusiasm. Some call it personality. But personality cannot take the place of enthusiasm.

The lifeless, dejected, spiritless salesman—the salesman without enthusiasm—is not so successful as his enthusiastic brother.

The enthusiasm-lacking salesman cannot arouse enthusiasm in his prospects; therefore he can't sell them. For, remember, men

THE BEST SELLING FIELD IN CANADA

BRITISH COLUMBIA

Why ?

Because

The remarkable growth and development of the Pacific Coast Province during the past two years has been without parallel in the history of Canada. Strangers coming here from all over the world are not familiar with the goods on the market, and are therefore much more readily influenced by the right kind of advertising than in old and settled communities.

The only publication that covers the whole province, and covers it well, is the

Saturday Sunset

Vancouver

A high-class weekly journal. Printed on book paper, well illustrated and well read in the homes.

Its value is proven in dollars and cents by the fact that it carries more high-class foreign advertising accounts than any publication of any kind in Western Canada.

TO AUTOMOBILE MANUFACTURERS AND AGENTS

Are You Planning Your Season's Advertising Campaign?

The Gazette will carry your story to practically everyone in Montreal likely to buy an automobile.

Because : It is the only English morning daily published in the City, with a subscription price of $6.00 per year, so that the circulation is particularly high-class

Because : Its distribution is chiefly in the wealthy and better-class business and residential districts of Montreal. Every copy of The Gazette will carry your message to fertile ground.

The Gazette - Montreal

won't buy your goods unless they are enthusiastic about them.

Cold logic is a valuable factor in swaying men's minds. I won't dispute that. But I have seen Mr. Cold Logic fail and Mr. Enthusiasm walk away with the order.

The *best* combination is cold logic enthusiastically presented.

Many salemen are not enthusiastic because they do not know their goods. It is difficult to wax enthusiastic over something one does not understand. And, too, salesmen lack enthusiasm because they do not believe in their goods and their hosue.

Distrust dispels enthusiasm.

Enthusiasm is even more important in advertising than in salesmanship. The light of the eye and the grip of the hand are missing in copy; the personal element is not there. This makes it comparatively difficult to arouse enthusiasm in readers through cold type.

It is a hundred times more difficult when the copy itself lacks enthusiasm. *It's impossible.*

ENTHUSIASM MUST COME FIRST

Always keep in mind the fact that men are not going to buy your goods until they are *enthusiastic* about them. That fact cannot be disputed. Arousing interest, creating desire, winning confidence and conviction, is nothing more than making men become enthusiastic about your goods.

Of course, there are different degrees of enthusiasm. It requires a higher pitch of enthusiasm to sell a piano than it does to sell tooth paste. In any case, enthusiastic copy is more likely to develop the necessary state of enthusiasm than is lifeless copy.

TWO GOOD EXAMPLES

The Prince Albert tobacco copy offers the best example of "enthusiasm-copy" that I know of. I was enthusiastic about Prince Albert before I ever smoked a pipeful. The copy is full of enthusiasm, and it can't help but arouse enthusiasm in readers. Enthusiasm, and nothing else, has sold millions of cans of Prince Albert.

And, again, enthusiasm has sold many a correspondence course. Study the ads. of the better correspondence schools; you'll be impressed with the enthusiasm and sincerity of the writers. Enthusiasm is necessary. The prospect's enthusiasm must be aroused to a high pitch before he will purchase a correspondence course.

I will cite only these two examples. I could cite others, but not many. Enthusiasm is entirely too rare in copy. Fortunately, however, it is on the increase; it is coming into its own.

FAITH AND KNOWLEDGE AROUSE ENTHUSIASM

Nothing kills enthusiasm quicker than doubt.

Writers that doubt the merits of the article about which they are writing cannot write enthusiastic copy. They cannot hope to arouse enthusiasm in others. And if writers have but a superficial

EXPERIENCE is a DEAR SCHOOL

for those advertisers who act on the basis that low rates always mean cheap rates.

The Farmer's Advocate and Home Magazine

(Established 1866 Sworn Circulation, 32,892)

invites comparison with any other publication of its class in this or any country as to its advertising rates, considering the quantity and quality of circulation. Advertisers in this publication invariably find a much larger percentage of inquiries result in sales than from any other publication they use. This is the quality of circulation you are looking for and we ask only a trial advertisement to convince you. For sample copy and rate card address:

The William Weld Company, Limited
LONDON, -:- -:- CANADA

EDMONTON JOURNAL

The Edmonton district—the most prosperous section of the West—has this year harvested the largest crop in its history; consequently, the farmers have money, and business in Edmonton and surrounding country has never been better.

This is the opportune moment to get your goods before these buyers.

In this prosperous field THE JOURNAL is the leading daily; not only in circulation, but in news and advertising carried.

CIRCULATION, 12,704 COPIES DAILY; audited by the Association of American Advertisers.

Canadian Newspapers, Limited—Journal Branch

M. R. JENNINGS,
Editor and General Manager

JOHN MacLAREN.
Business Manager

East. Representative: E. J. Guy, 61 Canada Life Bldg., King St. W., Toronto

knowledge of the goods they cannot write with enthusiasm.

A perfect and complete knowledge of the goods is absolutely necessary for enthusiastic writing.

One advertiser goes so far as to state that the ad.-writer should live, sleep, eat, with his proposition, that he should fairly become saturated with the merits and possibilities of the article. Perhaps that is a trifle overdrawn, but the right idea is there.

But this is certain—*The advertising man should first sell himself.* He should know his goods and believe in them. Then, when he is properly saturated with enthusiasm, and not until then, he is ready to put pencil to paper; he is ready to arouse enthusiasm in others.—*Judicious Advertising.*

WHAT'S DOING AT THE AD. CLUBS

PETERBORO

A right interesting and profitable time was pulled off by the Peterboro Ad. Club Monday evening, January 13th. Fritz Kuhn, a business specialist of Ottawa, was the speaker. He handled the subject, "Store Service." Some 45 of the local business men turned out to hear Mr. Kuhn.

A gratifying feature of the occasion was the recognition of worthiness in the Club, and the work it is doing, by one of the leading merchants, the A. W. Cressman Co., Mr. Cressman having advised his departmental managers to attend the function at the firm's expense.

The speaking followed after a dinner begun at 6.15 p.m., all being over by 8 o'clock, in time for members and others to get away to other engagements.

Before introducing Mr. Kuhn, the president, Chas. C. Nixon, advertising manager for *Farm and Fairy*, gave out several suggested lines of work to engage the Club in real useful activity. He drew attention to a large sign of a Toronto fur house, which has been on Peterboro civic property and which should be reserved and utilized wholly for the city's own exclusive advertising. He pointed out the need of suitable book and other advertising literature about Peterboro, to be used in "flagging" conventions and industries, etc., for Peterboro. He proposed a library of advertising books to be gotten by the club, or through the club, obtained by the local Carnegie Library. He suggested a scheme of civic improvement working in connection with the local Horticultural Society, whereby the city parks would all be joined by a driveway, beautified through competitions specifically planned to attain this end; and concluded by suggesting the possibility of getting even a better service from the local daily papers.

Mr. Kuhn's address was of rich meat throughout. He drew attention to the lighting in the display windows, showing how they could be greatly improved by concealing the lights, using Tungstens and directing the light to best

A SCORE OF HONORABLE YEARS

WITH the March issue, the **Canadian Magazine** commences its twenty-first year of publication. It is just twenty years ago that this lusty Canadian was ushered into the world. Its first experimental efforts to solve the problems of existence, showed a determination to learn how to do things and to DO them.

Now it is of mature age, free-born and of good report. Pure, clean, virile, it is a protection of the home against the defiling influence of pernicious literature. It is a friend of every member of the family, a source of enjoyment, of information and of strength—an inspiration to better living and broader Canadianism.

The advertising synchronizes with the tone of the editorial and literary features. The appearance of an advertisement in the **Canadian Magazine** gives the advertiser the prestige of dignified associations.

If your product is worthy to be introduced to the permanent homes of Canada from coast to coast you will find the **Canadian Magazine** a profitable medium.

THE CANADIAN MAGAZINE
TORONTO

display the goods. He criticised, both favorably and adversely, local window trims, then waded in to an exposition of a galaxy of live points in store service, illustrating many of the points by personal reference to his own observations locally and in big cities.

An election of officers for the new year resulted as follows: Honorary Presidents; Mayor Bradburn, and T. H. G. Denne; President, G. O. Cameron, Bell Telephone Co.; Vice Presidents, Jas. Hamilton, of the Peter Hamilton Co., R. H. Ross, of Richard Hall & Son, and A. A. Fowler; Secretary, E. E. Logan, Principal Peterboro Business College; Treasurer, D. A. Pennyfather, Manager, Union Bank. The various committees are to be appointed by this executive and submitted at the next meeting of the Club for approval.

* * *

TORONTO

Poster advertising was the subject of the weekly address by Frank H. Rowe on January 7th.

Advertising by means of posters, he maintained, was the oldest kind of publicity known, and dated back to the very earliest times.

There were many features prominent in this class of advertising, and colour, diagram and size, all had important influence on its effectiveness.

The up-to-date steel billboards had opened up a wonderful scope for improvement over the older methods.

The subject of fixed rates for billposting, and the question of what constituted suitable sites for billboards came in for considerable discussion.

Mr. Rowe thought it would be difficult in view of the many sites and different articles to be advertised, to give one company the preference even if the rates were unchanged, especially as some articles could not be advertised to advantage in certain districts.

The address was well received by the large gathering of members.

* * *

A round table discussion on the "Psychology of the Package," was introduced by T. J. Tobin, at the weekly luncheon on January 14th.

He defined his subject as referring to the mental attitude of the buyer or consumer towards the product put up and retailed in a package.

Mr. Tobin thought that to-day the average consumer took less quantity and paid a higher price in order to secure the packed article, the packing being a guarantee of quality and purity.

Weston Wrigley didn't consider that ordinary packing increased the cost of goods to the consumer. Nowadays the movement to pack goods was almost universal, and the package possessed great psychological value both before and after the sale.

Articles sold themselves when packed, and an increase in sales was naturally followed by a decrease in price, and consequently a lower cost to the consumer.

A. L. McCredie referred to the influence of the package on the

Are Your Guns Double - Barrelled

In a strong sales campaign commercial literature is as the artillery in warfare.

A CLEVER commander uses his artillery in a two-fold way. He weakens the front of the enemy; he covers the advance of his own forces.

Apply the principle to your selling.—Excellent printed matter overcomes the indifference,—weakens the natural antagonism (conscious or unconscious) held by the buyer towards the seller. And good literature makes it decidedly easier for your personal representative to get a hearing.

Wise generals insist on **perfect** artillery as the only **efficient** kind.

Wise sales managers insist on **perfectly** printed commercial literature as the only **efficient** kind.

"ACTON-PRINTED" booklets, catalogues, and business literature generally is like the crack artillery—always does what is expected of it.

Permit us to quote on your next requirement.

Acton Publishing Co., Limited

TORONTO **MONTREAL**

high cost of living, which he considered was entirely relative to what was being secured.

He considered that much more was enjoyed to-day than formerly and that, from this point of view, the cost of living was not so much higher than formerly.

Self-interest compelled manufacturers to put up the package right, and the package made but little increase in the cost of the article, while it saved time, was a guarantee of quality, and added to the attractiveness of the store.

K. S. Fenwick, Roy Forsyth, and others contributed to a most interesting discussion.

* * *

K. S. Fenwick, till recently publicity commissioner of the City of Quebec, and now with the Gagnier Advertising Service, was the speaker on January 21st, his subject being "The House and its Advertising."

Much stress was laid on the necessity of sticking to the truth in every publicity appeal, and the speaker depreciated the exaggerated statements all too common in modern advertising.

There were two methods of advertising—the business building and the business stimulating methods, and both were of equal importance in the policy of the "House."

The successful advertising manager should know as much about the goods as the customer, but not necessarily as much as the buyer.

Advertising and good salesmanship were inseparably linked.

Advertising could not sell goods without a good salesman, nor could it make poor goods give satisfaction without good materials and honest manufacture.

The activities of the successful house were always centred in its selling service, and ability to give satisfaction.

* * *

Karl Murchey, advertising censor of the Detroit *Times*, was the principal speaker at the monthly meeting on January 28th.

Dinner was served at 6.30 to a very large attendance of members and leading business men, a number of exceptionally good vocal numbers enlivening the meal.

The speaker dwelt at length on the necessity of inducing the purchasing public to support honest advertising.

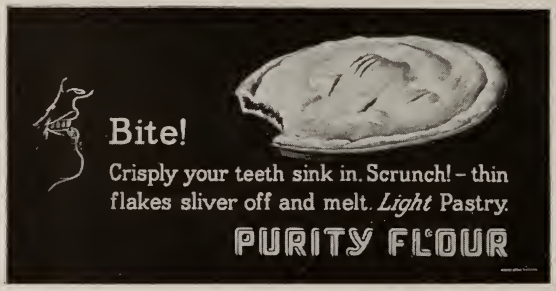
Honesty was vitally important to the advertising business, because the life of trade was dependent upon public confidence, and misleading and dishonest advertising could not fail to destroy such confidence.

The Ad. Clubs were neither cranks nor reformers. Their mission was the conservation of the public purse, which was a matter of as much vital interest as the conservation of a nation's natural resources.

He urged upon the press to realize fully their stewardship. Legislation against dishonest advertising unaided could accomplish but little. The personal active co-operation of every publisher in "cleaning shop" was what was required.

ADVERTISING IS STANDARDIZING

The successful advertiser knows that to get the public to know his goods he has to tell them what they are, why they should buy them and where.



Are Your Brands known?

Let us show you how you can make them familiar to consumers wherever they exist. You can have our assistance for the asking.

The Hough Lithographing Co.
LIMITED

96-104 Spadina Ave. - - Toronto

Offices in Montreal and Winnipeg

Makers of Calendars, Art Panels, Show Cards, Window Trims, Cutouts, Posters, Counter Cards, Car Cards, Booklets, Folders, Inserts, Stationery, Cheques, Labels, Wrappers and all kinds of Advertising Specialties.

HOUGH PRODUCTS BRING RESULTS

Mr. Murchey illustrated the various kinds of objectionable advertising by slides and gave examples of patent medicine, financial promotion, real estate and other schemes adversely affecting health, morals and the pocket book, which depended on publicity or advertising to accomplish their miserable ends.

President McDiarmid was in the chair, and was supported by Mayor Hocken and other influential citizens.

WELLAND

Christmas activities rendered it impossible to get the members together during December, and the usual meeting day (the first Thursday) made it necessary to cancel the January meeting.

There will be "something doing" in February, and a general warm-up is promised for the balance of the season.

Congratulations to President John Goodwin, who has been elected to fill the mayoral chair for 1913

MEN AND MEDIA

MR. SECORD has disposed of his interest in the Cobalt *Nugget*, and is now engaged on a special circulation campaign with the *Canadian Courier*, Toronto.

* * *

An ambitious Ad. Club House organ, entitled *The Milwaukee Booster*, reaches us from the Ad. Club of that city. The magazine carries a nice amount of advertising, and is, in every sense, a creditable production.

* * *

There seems no end to the artistic booklets gotten out by enterprising publishers and the latest to hand, from the Calgary *News-Telegram* is equally as artistic and interesting as any we have seen.

It breathes throughout its pages the strongly optimistic spirit of the West.

Close attention to facts is always advisable. In his exuberance over the possibilities of Alberta, the writer overlooked the fact that New York and Pittsburg are not located in the New England States.

* * *

New Year's greetings from the Southam Press, Toronto, have reached us a little late, but none the less welcome and reciprocated. The cover is in imitation natural bark, with scarlet poinsettias as decoration, and the greetings are faced by an artistic reproduction of a famous painting of the Madonna and child.

* * *

We gather from *Printer and Publisher*, that the Toronto *Star* has changed its position on the question of commission to advertising agencies on general advertising originating in Toronto.

In future, each case will be judged on its own merits, and advertising agencies will be allowed

commission on the general advertising of Toronto houses which they themselves have created.

* * *

Commencing with the January number, the *Voice*, the official organ of the Associated Ad. Clubs of America, has been replaced by a more ambitious monthly, named *Associated Advertising*.

The new name is certainly a much more appropriate and distinctive one, and a considerable improvement in make-up and contents is noticeable under the new editorship.

The new emblem or "trade-mark" of the Association is simple yet effective, and the cover a highly artistic production.

We are reproducing the cover and badge in this issue.

* * *

A new firm of electrotypers and stereotypers, The Wilson-Hunt Co., have started business in the old Grip Building, Temperance Street, Toronto.

Mr. Wilson was, till recently, connected with the Toronto Electrotype Co., Pearl Street.

* * *

"A Bear's Claw" is the title of a most interesting Christmas booklet gotten out by the Winnipeg *Free Press*.

It deals primarily with the habits, variations in colour and peculiarities of the many different species of bear found on this continent, and includes many interesting details concerning the growth of the West, and incidentally of this great Western daily.

A mounted bear's claw accompanies the booklet.

* * *

A. C. McPhee, who for many years occupied important positions on the advertising departments of the *Globe* and the *News*, has returned to Toronto from Montreal, where he was advertising manager of the *Witness* and latterly of the Desbaratas Advertising Agency.

Mr. McPhee has assumed the business management of Advertising Designers, Limited, of Toronto.

* * *

What is claimed to be the largest space contract placed in Canada during 1912, was signed up in December last by the *Daily Province*, Regina.

It aggregates 1,048,320 agate lines, and was sold on card rates.

James M. Maxwell, advertising manager, is to be congratulated on his successful canvass.

* * *

"Conventionalities" is the title of a three page folder gotten out by the Advertising Club of Baltimore for the sole purpose of selling the 1913 Convention to all interested in advertising.

It is brightly written and well-printed, and should serve its purpose well.

* * *

The advertising exhibition held in Westminster, London, England,

in December last, was a success beyond even the promoter's wildest expectations.

Every inch of available space was sold, and a large attendance manifested exceptionable interest in the numerous exhibits.

Already enough support has been given to the next exhibition, to be held at the close of this year, to warrant the promoters engaging a hall four times as big.

J. C. Akerman (of the *Advertising World*) who conceived and successfully carried through the exhibition single handed, has our warm congratulations on the success of his venture.

* * *

Robb Sutherland has been ap pointed managing director of the New Westminster *News*.

Mr. Sutherland has had con siderable newspaper experience in Glencoe, St. Catharines Brantford and Galt, and a thorough rejuvenation of the plant and machinery will be effected.

With him will now be associated W. F. Wilson, of Toronto, as news editor, and H. G. E. Savage, as chief of the editorial department.

* * *

One of the finest productions of the photo-graving and printing arts reaches us from the Hood-Sandham Co., Limited, Toronto.

This firm make a specialty of mechanical engravings, and the reproductions of machinery and parts shown in their booklet are of exceptional merit, while the accompanying text matter is snappy and to the piont.

Those good printers, the Southam Press Limited, are responsible for the presswork.

A copy may be had for the asking.

* * *

R. H. McDonald, a "man of Kent," is the new editor of the Moose Jaw *Times*.

Mr. McDonald has had a very varied experience in newspaper and secretarial work, and a further period of success may be confidently anticipated for this progressive journal.

* * *

During the last week in January was held at Syracuse, N.Y., the annual convention of the Association of American Advertisers.

This powerful association, representative of the largest advertisers on the continent, made a radical departure from its former policy in voting to admit to associate membership publishers and their representatives for magazines, newspapers, trade papers, bill boards, street car cards and printed signs.

There was a large attendance.

* * *

A. H. Wilkins, a few years ago well known in Canadian advertising circles, and now holding the responsible position of advertising manager of the Janes Investment Co., Los Angeles, Cal., gave a most interesting talk on newspaper and magazine advertising on a recent occasion.

For the advertising of general commodities, newspapers and magazines, the speaker thought, always

came first, and by their use the great masses of the purchasing classes could be reached in the most economical manner.

The address, which was very well received, was full of meat, and replete with genuine common sense.

* * *

Toronto Ad. Club's meeting notices are, as a rule, such fine specimens of the printer's art, that we cannot refrain from comment on the notice received of the January monthly dinner.

No more unfortunate combination of colours—burnt orange on a dark green background, could have been chosen; in fact, when held in any ordinary position the text is totally illegible.

This is very bad advertising for this progressive club, and the responsible party should be hauled over the coals for his lapse from grace.

* * *

The March number of the *Canadian Magazine* is the first issue of the twenty-first year of publication.

This high-class literary magazine, the only twenty-five cent monthly in Canada, is the oldest Canadian magazine, and is fully maintaining its splendid reputation for quality.

* * *

Saturday Sunset, Vancouver, sends us four large photographic reproductions of recent cover pages of this enterprising weekly.

These views are typical of Western Canada, and are very high-class specimens of the photo-engraver's and printer's art.

A number of new features to be introduced during 1913 will still further enhance the value of this publication as an advertising medium.

* * *

The greatest enthusiasm is being evinced locally in Baltimore over the forthcoming advertising convention, and most gratifying support is promised from all parts of the world.

The Canadian delegation will easily exceed in point of numbers and influence the Dallas contingent, and strong representation is assured not only from England, but also from the leading European and Southern American nations.

Transportation will be arranged for visiting delegates on a most elaborate scale, and minimum rates are assured on all the leading routes.

Hotel accommodation is ample, and reasonable rates are promised by all the leading hostelries. Reservations should be made by intending visitors without delay.

* * *

A new one cent morning daily, to be called *The Times*, will be published in Montreal on July 1st. B. A. MacNab, late editor of Montreal *Star*, and E. Nichols, the chief promoters, have a capital of half a million at their back.

It is also understood that the new establishment will be on St. Catherine Street rather than down town. There are now a quarter of a million English speaking

Latest Word in Progress

Always alive and leading in the vanguard of agricultural progress we've superseded our 5-year-old Protective Policy with

OUR ABSOLUTE GUARANTEE

We guarantee that every advertiser in this issue is reliable. We are able to do this because the advertising columns of FARM AND DAIRY are as carefully edited as the reading columns, and because to protect our readers we turn away all unscrupulous advertisers. Should any advertiser herein deal dishonestly with you as one of our paid-in-advance subscribers, we will make good the amount of your loss, provided such transaction occurs within one month from date of this issue, that it is reported to us within one week of its occurrence, and that we find the facts to be as stated. It is a condition of this contract that in writing to advertisers you state: "I saw your advertisement in FARM AND DAIRY."

Rogues shall not ply their trade at the expense of our subscribers, who are our friends, but we shall not attempt to adjust trifling disputes between subscribers and honorable business men who advertise, nor pay the debts of honest bankrupts.

We are *turning away* absolutely about 22½ per cent. of commercial advertising that offers *so you'll profit* to get FARM AND DAIRY to take your legitimate proposition out to more than 15,000 Dairy Farmers—quality people, with the money.

We've *a "pay-you" proposition.* Enquire all about it. Plan to be in FARM AND DAIRY for this season and in our Big 5th Annual

Orchard No.—March 6.

First and only Canadian Farm Paper to give its readers guaranteed protection

FARM and DAIRY

PETERBORO - - ONTARIO

"A Paper Farmers Swear By."

people in Montreal and Mr. MacNab says that he will not encroach upon the *Gazette* field.

* * *

The annual banquet of the staff of the Calgary *Herald* was held on December 14th, and as usual proved a highly successful affair.

The genial president, J. H. Woods, was in the chair, and the utmost good fellowship marked the proceedings.

The new home of the Calgary *Herald* is one of the finest and best equipped newspaper buildings in Canada.

* * *

We were aware that *Economic Advertising* had a wide-reaching influence, and the following received by the *Herald*, Calgary, certainly confirms same.

Here's an extract from a letter written in Warsaw, Russia—"Your address is taken from *Economic Advertising*. Please mail me a specimen copy of your newspaper and the interesting map promised by you in your advertising."

We hope we may be pardoned for crowing a little.

* * *

A gratifying and steady increase in circulation during 1912 is noticed in the recent detailed statement issued by Toronto *Daily Mail and Empire*, amounting to 3,437 copies daily.

This circulation has been built up steadily and by the most approved methods, and has all the greater value on that account.

Index to Advertisers

FEBRUARY, 1913

CALGARY
Herald 24

COBALT
Nugget 20

EDMONTON
Journal 32

HAMILTON
News List 16
Spectator 14
Times 18

LINDSAY
Warder 20

LONDON
Canada Monthly 4
Farmer's Advocate 32

MONTREAL
Gazette 30
Jewish Eagle 22
Star 2

MOOSE JAW
News 18

PETERBORO
Examiner 10
Farm and Dairy 43

REGINA
Leader 16
Standard 28

TORONTO
Acton Publishing Co 36
Canadian Countryman 8
Canadian Courier 20
Canadian Magazine 18
Central Press Agency 12
Economic Advertising 10
Globe ..... Outside Back
Hood-Sandham Co 10
Hough Litho Co 38
News 24
Star ..... Inside Front
Wilson-Hunt Co 14
Woods-Norris Advertising Agency ..... Inside Back
World 6

WINNIPEG
Free Press 26
West Canada Publishing Co 22

VANCOUVER
Saturday Sunset 30
Sun 4

The Meaning of the Word 'Service'

Agency Service has long ago ceased to be a mere bargaining for white space. It has grown to be the most profitable selling help for manufacturers of every class of goods.

WOODS - NORRIS SERVICE

is Agency Service at its best—thorough, personal and economical.

We are splendidly equipped to advise on selling plans and distribution methods, and our up-to-date art, copy and checking departments will go a long way to make your advertising entirely efficient.

Many leading National Advertisers bear witness to the efficiency of our service.

May we demonstrate how we can help YOU? It will put you under no obligation to ask for details.

Woods-Norris Limited

Advertising Agency

MAIL BUILDING - TORONTO

The Globe

The Globe on February 1st issued a new schedule of advertising rates. The new rates are amply justified by every test that can be applied.

1st. **Comparison With Other Papers**—There has recently been compiled a carefully prepared comparative list of the circulations and advertising rates per inch of the leading dailes of the American continent.

From this it is learned that the average 10,000-line rate in one hundred and fifteen morning papers is 2.52 cents per inch per thousand of circulation.

The Globe's new rate for a 10,000-line contract is 1.85 cents per inch per thousand circulation, or **twenty six per cent below the American average.**

2nd—**Comparison With The Globe's Former Rates**—Twenty years ago **The Globe** had a circulation of 20,000 and its 10,000-line rate at that time was six cents per line.

To-day **The Globe** has a circulation of over 60,000 and its new rate for a 10,000-line contract is eight cents per line—**a growth of 300 per cent in circulation and of but 33 1-3 per cent advance in advertising rates.**

3rd—**Cost of Production**—In common with every other line of industry the production of a metropolitan daily newspaper has recently increased enormously in cost. During the last five years the price of labor and material have risen fully **twenty per cent**. The new advertising rates of **The Globe** represent an increase of but **fourteen per cent** over the former rates. The policy of **The Globe** will be in the future as it has been in the past, to maintain its equipment and services at the highest possible point of efficiency.

4th—**Judged by Distribution**—Advertisers now-a-days are not satisfied with just knowing the number of copies of a paper printed. They rightly want to know where those papers go and how they get there. To meet this demand **The Globe** regularly publishes a booklet (mailed to any address upon request) showing the exact number of copies circulated in every village, town and city. At least ninety per cent. of **The Globe's** circulation goes directly into the homes of the people—the highest class of distribution known to journalism. "**The Flying Post**," a special fast newspaper train, enables **The Globe** to be placed daily on the breakfast table of thousands of Western Ontario homes. The rapid extension of the **rural mail routes** throughout Ontario is adding thousands of readers to the daily edition of **The Globe.**

5th—**Judged by Results**—It is by results that **The Globe** is always pleased to be judged by its advertisers, for here it is in a class almost by itself among Canadian papers. It is quite a common experience to have advertisers say "we received more replies through **The Globe** than through all other papers together." This is not to be wondered at considering the remarkable degree in which quality and quantity of circulation are combined in **The Globe—the largest morning circulation in Canada together with the highest standard of citizenship in Canada.**

The Globe

TORONTO

CANADA'S NATIONAL NEWSPAPER

ol. 6 MARCH—1913 No. 3

Economic Advertising

CONTENTS

PAGE

Straight Talks 1

Advertising Religion—Eliminating the Fraud and Fake—The New Service—Advertising, Business Insurance—The Trial Advertisement—To 'My Future'—The All Round Ad. Man.

Recent Ads.—Good and Otherwise .. 11
By The Captious Critic

The Music of the Electric Rivetter .. 17
By Karl Schmidt

The Publisher's Advertising 23
By Wm. Findlay

Some Advertisers Grow Rich While Others Fail 29
By W. A. Murchison

Poster Advertising—What It is and What It Will Do 33
By Frank H. Rowe

The Retailer—A Factor in Distribution 38
By D. O. McKinnon

General and Mail Order Advertising Compared 40

What's Doing at the Ad. Clubs .. 41

The Original Advertiser 44
By Bert M. Moses

Men and Media 45

WOODS-NORRIS LIMITED
PUBLISHERS
MAIL BUILDING, TORONTO, CANADA

Why Don't You

woo Toronto?—and sell her more of your goods. If you think it takes a big pot of money to cover the Toronto territory you're wrong. By CONCENTRATING even a small amount of money in the advertising columns of THE TORONTO DAILY STAR you can

Reach The Buying Public

of one of Canada's richest fields.

The Star prints far more display advertising than any other Toronto paper—and has the largest circulation of any paper in Toronto and Ontario.

Sworn Net Daily Average Circulation

81,593

Send for Detailed Circulation Statement
and Advertising Rate Card

UNITED STATES REPRESENTATIVES:

New York – Chas. H. Eddy - - Metropolitan Building
Chicago – Eddy & Virtue - - People's Gas Building
Boston – C. H. Eddy - - - 294 Washington Street

Economic Advertising

ADVERTISING RATES

	1 month	6 months	12 months
¼ page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
1 page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.
Condensed Rates, 3 cents a word; Minimum, One Dollar.

Vol. 6. Toronto, March, 1913 No. 3

STRAIGHT TALKS

ADVERTISING RELIGION

NEW departures are always open to criticism. This is unavoidable because the average man is conservative by nature, but any new departure which meets with immediate success is readily held as a "godsend." To advertise religion is but a natural growth of a progressive community. Baltimore is leading the way in this respect, and the results have been more than gratifying. Practically the whole of the churches in the city have subscribed to the movement, and in place of the familiar cards, advertising the hour of the services and the subject of the parson's discourse, there has been appearing in the local press half page advertisements, couched in dignified and impressive language, telling the people why they should attend church and how, by doing so, they can assist in the moral uplift of the community.

Possibly because this idea of church advertising is so revolutionary, it has caught on, but we are assured that its effects have exceeded the most sanguine expectations.

Most of us can remember the time when Salvation Army methods were considered unfit to be used by any religious organization. Personally we can remember the riots which occurred in the South of England when an organized skeleton army of the riff-raff of the town broke up the local organization, and these riots were not quelled until the Riot Act was read and the cavalry called into action.

There are mighty arguments in favor of church-going, and it is only a natural expansion of modern ideas that the weighty power of the Press should be called into use for the exploitation of the Church.

Largest Circulation in Canada Without Exception

100 % Fine

By "largest circulation in Canada" the Montreal Star means the number of copies actually sold for cash or delivered to bona fide subscribers living in Montreal and other parts of Canada.

The circulation table published daily in the Star excludes all free, exchange and advertisers' voucher copies, extra editions, foreign subscriptions, etc., some of which constitute circulation that is of little or no value to the Canadian advertiser.

In the strictest sense of advertising quality, the circulation of the Montreal Star is 100 per cent. **fine.**

The Montreal Daily Star

Canada's Greatest Newspaper

The modern idea of advertising has everything in common with the basis of religion. It stands for honesty, truth and the square deal, but it is not saying too much to claim that these are the basic factors of the religion of every man and woman. Geo. W. Coleman, the well known President of the Associated Ad. Clubs of America, made some pungent remarks in a recent talk on this subject which are well worth repeating. Speaking of what he calls another unexplored advertising field, he says, "There is a real opportunity in all the larger cities of the country for a splendid development of religious advertising based on this plan. It only awaits the right kind of men to make it a success. The man who can see only the commercial side of it will not be apt to go very far with the idea, and still less successful will he be who is touched only by the religious side of it. Someone with a fair knowledge of advertising and a thorough knowledge of church life could make that thing hum, not only in his own city, but in other places as well. Who are to be the pioneers in this new field of advertising? It is a far more promising opportunity than was the 'Classified' field which burst upon our view only a few years ago."

There is just one other thought in this connection and that is the lax methods in which many of our churches are run to-day. In nearly every instance the trustees are men of high business ability, who, six days a week employ every modern method to develop their own concerns, yet the business of their own church is often carried on in a way which must have had vogue when Noah was a boy.

If religion and church going are good things, then assuredly they are good things to advertise.

ELIMINATING THE FRAUD AND FAKE

POSSIBLY we may be accused of harping too much upon this subject, but although most of our high class papers are putting forth an honest effort to "clean shop," yet the amount of crooked stuff which is being carried at the present moment is appalling. To get rid of this dishonest advertising, more than 10,000 honest advertisers and honest publishers who are members of the various Advertising Clubs of the United States and Canada, have united in favour of the following bill which it is proposed to present with substantial backing to the Legislature of the different communities:

"Any person, firm, corporation or association, who, with intent to selling or in any wise dispose of merchandise, securities, service or anything offered by such person, firm, corporation or association, directly, or with intent to increase the consumption thereof, or to induce the public in any manner to enter into any obligation relating thereto, or acquire title thereto, or an interest therein, makes,

EDMONTON JOURNAL

The Edmonton district—the most prosperous section of the West—has this year harvested the largest crop in its history; consequently, the farmers have money, and business in Edmonton and surrounding country has never been better.

This is the opportune moment to get your goods before these buyers.

In this prosperous field THE JOURNAL is the leading daily; not only in circulation, but in news and advertising carried.

CIRCULATION, 12,704 COPIES DAILY; audited by the Association of American Advertisers.

Canadian Newspapers, Limited—Journal Branch

M. R. JENNINGS, Editor and General Manager

JOHN MacLAREN. Business Manager

East. Representative : E. J. Guy, 61 Canada Life Bldg., King St. W., Toronto

TO AUTOMOBILE MANUFACTURERS AND AGENTS

Are You Planning Your Season's Advertising Campaign?

The Gazette will carry your story to practically everyone in Montreal likely to buy an automobile.

Because : It is the only English morning daily published in the City, with a subscription price of $6.00 per year, so that the circulation is particularly high-class

Because : Its distribution is chiefly in the wealthy and better-class business and residential districts of Montreal. Every copy of The Gazette will carry your message to fertile ground.

The Gazette - Montreal

publishes, disseminates, circulates or places before the public, or causes directly or indirectly to be made, published, disseminated, circulated or placed before the public in this state, in any publication, or in the form of a book-notice, hand-bill, poster-bill, circular, pamphlet, or letter, or in any other way, an advertisement of any sort regarding merchandise, securities, service, or anything so offered to the public, which advertisement contains any assertion, representation or statement of fact which is untrue, deceptive or misleading shall be guilty of a misdemeanour."

Very little has been done so far in this connection by the Ad. Clubs of Canada, but we heartily recommend this bill to their earnest consideration. Shorn of its legal phraseology, it simply means that it should be a crime for an advertiser to secure money by promises he is not able or willing to keep, and equally a crime for the publisher to handle the advertiser that is not honest and true. Of course, the idea back of the whole movement is to protect the public, and as such, it has our hearty support.

Confidence is the backbone of modern trade, and fortunately a large percentage of merchants and manufacturers are honest men, but there is always a black sheep, and this is the man who advertises to do impossible things—who cheats his customers and takes business away from honest advertisers. He is the man above all others who destroys public confidence in written publicity. Honest buyers and honest sellers alike are entitled to protection against such men. Dishonesty in advertising can never make a permanent success of any business. "The truth will out," and although it may not be practical for the majority of publishers to go as far as *Successful Farming* has gone, yet there is no doubt that the innovation which these people have made is more than one step in the right direction.

THE NEW SERVICE

THAT the leading newspapers and magazines should hitch their waggon to the word "Service" is simply bearing out the up-to-date trend of advertising.

Guaranteed circulation statements and detailed lists of the people that this circulation reaches are natural growths of modern publicity. But there is such an innovation made by one magazine in the United States as to deserve favourable comment in our columns. We refer to the *Good Housekeeping* magazine, which has taken the service idea so much further than any other paper or periodical, that its experiment must be watched with interest by everybody interested in advertising.

Our good friend, Richard H. Waldo, is the responsible party, and briefly, the new idea is, that no advertiser will be included in the pages of this magazine until it has passed the most rigid test—a test

The C. P. R. car shops at Calgary commenced operations February 1st.

Two thousand five hundred men will soon be employed in this immense industry, which means *another* 10,000 *population* for Calgary before the year is out.

Calgary is prosperous. Over $20,000,000 worth of buildings erected during 1912.

The Calgary district is the best and most responsive field to good advertising in all Canada. THE HERALD covers this field thoroughly, over 19,000 circulation sworn to daily.

Write to-day for rates and circulation statement.

The Herald Publishing Co., Limited
Calgary, Canada

EDGAR J. GUY. Eastern Representative,
61 Canada Life Bldg., King St. W., Toronto

The HERALD WEEKLY has over 6,500 circulation. It's Alberta's Leading Farm Journal.

PERFECT REPRODUCTION

of your half-tones and zincs is assured if you send them to the

WILSON-HUNT COMPANY

We control our own power, and make our own live steam, so that we are in a better position than most other houses to give prompt and efficient service.
Skilled labor, the best of materials and the latest machinery warrant our asking for

A TRIAL ORDER

NOTE THE ADDRESS AND PHONE NUMBER

THE WILSON-HUNT COMPANY
ELECTROTYPERS AND STEREOTYPERS
62 Temperance St. (The Old Grip Bldg.) TORONTO
Adelaide 3260

carried out with very heavy expense by the paper itself. But this magazine does not intend to stop at the mere deletion of unworthy goods, it is organizing a system not only eliminating the fake and the fraudulent, but giving to the worthy article a star. This star means not only that the product is worthy in itself, but it also carries weight in telling the public that no ultra-extravagant claims have been made in the advertising.

As Mr. Waldo remarks, "Every article advertised in this magazine without exception, may be bought with the assurance that it has received the scrutiny and the tests of science, presided over by honesty."

Now, this is a very remarkable development of the modern idea of advertising efficiency, and for a magazine not only to busy itself with the ingredients of the product whose advertising it is carrying, but also to say whether the claims made are according to fact or extravagance, is shouldering a responsibility, voluntarily, which few would care to assume.

We hope that our good friends have not bitten off a bigger lump than they are able to swallow. We have nothing but commendation for the idea that they have brought into being—an experiment which is so closely lined up with the good word "Service," that it will be watched by us with the closest interest.

ADVERTISING, BUSINESS INSURANCE

LOOKED at from the proper angle, all advertising of the right sort is not a *Tax* upon a business, but is *Genuine Business Insurance*. The liberal advertising given now-a-days to the very large number of leading manufactured articles, shows that the firms in question are willling to fix their name to the goods, and to stake their reputation that they are fulfilling the claims made in the advertising.

It is even safe to affirm that in most instances the buying public are taking an undue risk when they purchase unadvertised goods.

Modern methods of doing business call for a setting aside annually, of a certain appropriation for advertising purposes, and this amount so set aside is no more of a tax on the business than the premium which the merchant pays for the insuring and protection of his buildings against fire, and the insuring of himself against accident, disease and death.

As it has often been remarked, confidence is the basis of all successful trade, and the goods we come across that have been well introduced through advertising, will be those in whom we have confidence as to their quality. C. C. Winningham puts this import-

THE LONDON FREE PRESS is the best circulated newspaper among the inland dailies of the continent, surpassing all others in ratio of city circulation to outside circulation. The FREE PRESS prints **32,900** papers, serves 85% of the homes in London and has over **24,000** outside circulation.

Address

The London Free Press
PRINTING CO. LIMITED
London - - Canada

OR ITS REPRESENTATIVES

E. J. Guy, 61 Canada Life Building, Toronto

Elmer Wilson, Hartford Building, Chicago for the United States

NORTHERN ONTARIO'S ADVERTISING MEDIUM

The Daily Nugget with average daily circulation over 5,000, covers field from North Bay to Cochrane. Expended annually for labour and supplies over

$15,000,000

There's results awaiting the general advertiser.

RATES ON APPLICATION

The Cobalt Daily Nugget
Limited
COBALT, - - ONTARIO

Going Into Deeper Water

The enthusiastic reception accorded to the

REALTY REVIEW

is responsible for an enlarged scope of usefulness.

Commencing with the May number the range of appeal will embrace both Land and Home.

Advertisers and Advertising Agencies should investigate this unique specialty proposition.

The Realty Review
J. T. Wood, Publisher
16 King St. W., TORONTO

ant matter so concisely that we take the liberty of quoting briefly from a recent speech of his:—"Publicity has been the great guarantee of fair dealing. In the language of the trade it is the one thing that forces all the cards on the table, and it is as impossible for a firm to succeed and be unfair in the quality of its product, as it is hazardous for the buyer to choose any article, whether it be motor cars, clothing, or friends, that are not properly introduced through the recommendation either of acquaintances in whom we have absolute confidence, or unless the article is advertised in such a manner that the mere fact of the advertising guarantees the truthfulness of the claim."

In short, advertising is not or should not be a tax on any business but should be regarded as Genuine Business Insurance, since it helps to create and hold Public Confidence.

THE TRIAL ADVERTISEMENT

"THE failure of a trial advertisement," says *The Fourth Estate*, "has set more business men against advertising than any other factor in publicity. This is a pity when the indefiniteness of a trial advertisement is considered. A trial advertisement represents low-water mark—absolute bottom. It is not decisive. It has no more value as evidence than a first meeting with an individual who afterward becomes your friend.

"Of course, you can't determine what the harvest will be the next day after you sow the seed. But sowing is not a gamble at that. If you have good seed, and plant enough of it in good soil, and cultivate it when it begins to come up, you are bound to get good results."

TO "MY FUTURE"

THOU art truly great. Without thee no hope could live Incentive would be a thing unknown without thy ever-coming presence.

Yet with me now, is one who makest thee. His name is Today.

Eagerly I welcome him. Yet, do I do him justice? Not always have I done so. For sometimes it seems sweeter, easier to dream of you alone.

But enough of this misleading way!

Today and all Todays will I devote to eager work for your dear sake—My Future.—*Sales*.

THE ALL ROUND ADMAN

HE'S BIG, broad and progressive; yet he is a master of minute details The place he fills he has made for himself largely, because he saw its possibilities and lived up to them. He is a student all the time, of the merchandise, of the store personnel, of other stores' publicity methods, of the public, of the town and of local and general developments.—*The Dry Goods Economist*.

¶ *In less than three years Canadian Hardware, Stove and Paint Journal has been established and developed into one of the strongest trade journals in Canada, with an average of about 100 pages and with a thorough national circulation of 3000 copies monthly.*

This record of accomplishment indicates the strength and enthusiasm of the unique organization of The Commercial Press, Limited. Practically every executive head and every advertising solicitor working for the company is a stockholder. The papers owned by the company are:

Technical Journals under J. C. Armer:

Canadian Hardware, Stove & Paint Journal
Canadian Furniture World & The Undertaker
The Retail Grocer and Merchants Magazine

Technical Journals under J. C. Armer.

The Canadian Manufacturer
The Railway Journal
The Canadian Builder and Carpenter
The Canadian Clay Worker

Also: The Canadian Nurse

The Commercial Press, Limited

32 COLBORNE ST., TORONTO

D. O. McKinnon, President

W. L. Edmonds Vice-President

RECENT ADS.—GOOD AND OTHERWISE

By The Captious Critic

THERE is a whole raft of difference between the "Fool Ad.," which I have, on several recent occasions felt compelled to criticise adversely, and the "really funny" ad. with its

"PINNACE"
NAVY CUT TOBACCO
Say, Pinnace you beggar you—
PINNACE
Letters from a deep sea smoker
"YER see, the wardroom mess on the 'LION' 'ad the 'abit of smokin' PINNACE, the same bein' the finest pipe tobacco goin'. Well, we was a-layin' in Portsmouth 'Arbor, an' I takes the bloomin' bird with me on shore leave. Blime me, if 'e didn't try learnin' some 'ens to arsk for PINNACE, and it corst me four bob to pay for the 'ens. W'en the wardroom 'eard of it, ye could 'ear the larfin' down to Isle of Wight, an' they sends me a big ration o' PINNACE to make up, and jolly good smokin' it makes 'ave a pipe yerself an' see."
3 Strengths Mild, Medium and Full 3 Sizes 2, 1 and 8 oz
"PINNACE THE COOLEST OUTDOOR SMOKE SOLD THE WORLD OVER.
GET A TIN AND ENJOY IT TO-DAY
Made by the B.D.V. People London England J. W. Dimock Toronto Direct Representative

humorous drawing and short, snappy, colloquial talk, which is going to attract the attention of every smoker. The idea of the Pinnace Ad. is ludicrous in the extreme. Here's Jack on shore leave, takes his "Bloomin' bird" with him, which soon gets into trouble in a fowl-yard. The idea of emphasizing the name of the tobacco by putting the command "Say, Pinnace, you beggar," into the mouth of the bird, who is at the same time giving the chief Rooster the time of his life, is novel, and to my mind mighty good advertising. It is so different from anything we have seen for a long time, that it cannot fail to attract attention, even though the average Canadian is not so familiar with the man-o'-war's men's picturesque language and failings. There has been a series of these ads., and I think this is the best of the lot, and as the space used has been generous, they must have attracted a lot of attention.

* * *

The small ad. of The Waterous Engine Works, Brantford, is one of a series which has been running in the daily press for some time, and which are noteworthy for two things. First—the really excellent drawing, and secondly, the use of newspaper space to advertise

FIRE ENGINES
We build equipment for fire departments of every size—city, town, or village.
OUR LIST COMPRISES
Steam Fire Engines, Gasoline Fire Engines, Hose Wagons, Hand Reels, Hook and Ladder Trucks, etc.
WATEROUS ENGINE WORKS
BRANTFORD CANADA

a machine like the steam fire engine —the demand for which can only be very limited. Certainly there is reference to other accessories of a fire department in this ad.,

Try This Winning Combination

The Daily and Sunday World have a combined circulation of more than 120,000.

More than 55,000 Sunday Worlds are sold and delivered right here in the City of Toronto every week.

A keyed advertisement run in the two papers will prove to you what an excellent combination this is.

The rates are reasonable and you will find results eminently satisfactory.

We will be glad to quote rates and give you further particulars as to the distribution of both papers.

A postal will bring particulars.

The World Newspaper Co.

LIMITED

Toronto -:- -:- Ontario

but all the same this firm's experiment is a notable one.

* * *

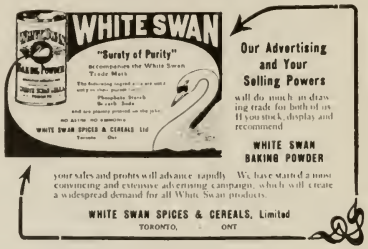
In the Canada Cement ad. reproduced, unfortunately much of the strength has been lost in the reproduction, but the idea of showing, by means of illustration, the various uses to which cement can be put on the farm, is an excellent one, and the reading matter is 'way up in the tip-top class. "It doesn't take an expert to use concrete successfully."—"Permanent Improvement." —"Added Convenience." — Here are three thoughts that rank with the profit end of the farmer's concreting in a most convincing manner. And at foot there is a strong call to write for booklet, "What the Farmer Can Do With Cement"—and we don't doubt but that this offer has been largely responded

When a farmer opens his first bag of cement
"What the Farmer Can Do With Concrete"
ABSOLUTELY FREE
CANADA CEMENT CO., Ltd.
MONTREAL

to. Good stuff this. Well thought out, and well displayed.

* * *

"White Swan" Spices and Cereals ad. is reproduced because it embodies an idea that might be more largely used in trade paper copy—the reproduction in ads. of consumer, billboard or street car advertising, to show the retailer



what the manufacturer is doing to move his goods across the counter. I have seen this idea carried out successfully on a number of occasions, and although there is nothing very startling about either the consumer copy or the rest of the ad., the point brought out is a good one—that the manufacturer's advertising, and the retailer's selling power *combined*, spell "success."

* * *

"Three times the light for the same cost." Surely that should be enough to make the average man chase off to the nearest electric bulb dealer and insist on "Edison Mazda Lamps." The criticism of this ad., which is well displayed and nicely balanced, is that some rather extravagant claims are made, with very little attempt to prove them. I feel that this ad. would have been considerably strengthened if a comparison of the cost of an ordinary incandescent lamp and a "Mazda" lamp, burning for the same period of time and under

THE HAMILTON SPECTATOR

Is the one paper in Hamilton in nearly every home and the ONLY PAPER in thousands of homes, which means that *The Spectator* is a Superior Advertising Medium.

Quality has First Call

QUALITY of circulation, that is, *suitability* of your medium, has more to do with profitable advertising than mere bulk of readers. Don't choose the paper with the largest circulation figures unless you are sure of the proper audience for your appeal. You have the use of more than 50,000 Canadian home readers in

THE NEWS

Toronto

AND while you are figuring on mediums, don't forget the largest circulation of any one paper cannot cover more than its own following—which is a small part of your territory in any city—especially in Toronto. News rates, considering its circulation, suitability, prestige and territory, are lower in comparison than any other Toronto Daily.

Get in touch with our Advertising Department.

NEWS PUBLISHING CO., Limited, Toronto

the same circumstances, had been given. Doubtless every Edison "Mazda" dealer is able and will-

Three times the light for the same cost
The old way to get more light is to use more old-style carbon lamps—and pay for more electricity.
The new way to get more light is to use
Edison Mazda Lamps
They triple the purchasing power of every dollar you spend for electricity by giving you three times as much light as old-style carbon lamps from the same amount of current.
Use Edison Mazdas and, without increasing your lighting bills, you have your choice of
3 times as much light in each room—or
3 times as many rooms lighted—or
3 times as many hours of light.
General Electric Company
Largest Electrical Manufacturer in the World

ing to give you figures comparing the light given and cost of the two lamps, but in the absence of such information I would hesitate a little bit before purchasing a "Mazda" on the mere written assertion that it is three times as good as the old kind of lamps.

* * *

Just another little criticism of the North American Life Insurance Company's ad., which appeared at the beginning of January in the daily press, and which, I think, should have hit a responsive chord. At New Year Resolution Time, the caption—"Start It Right" finds a man in a receptive mood to consider life insurance. The return of all the old responsibilities and the addition of new ones, reminds a man that family and business are best protected by that long-delayed policy, and that these are obligations that should be shouldered manfully. I think that this is a very well worded and clever ad.—short, to the point and convincing. The slogan, however, is a little unfortunate, as it savours too much of that which has been

START IT RIGHT
North American Life
Solid Continent
The New Year brings with it a return of all the old responsibilities and the addition of new ones.
Shoulder them manfully.
The most vital of all is the protection of your business and your family
The Policy you have often intended to place on your life would be a big help in getting away to a good start for 1913.
THE NORTH AMERICAN LIFE ASSURANCE COMPANY
"SOLID AS THE CONTINENT"
HEAD OFFICE
TORONTO, CANADA

used for a long time so successfully by a rival company.

* * *

Advertise in publications read by women. Women believe advertisements. Women are talkers—they talk about what their magazine says, and the whole family believe what mother says. Millions of mothers and millions of wives are the family treasurers and give out the money to the husband and the sons and tell them what is best to buy. Give me a mother's good will or a wife's influence and I will have the trade of the men and boys in that family. —*Judicious Advertising.*

* * *

Though we may never reach the summit of our ambitions, the climbing does us good.

IN WESTERN CANADA

THERE ARE SOME 4,000 TOWNS AND VILLAGES

In these towns and villages and the tributary territory immediately surrounding them, lives a population of about 1,713,876. The majority of these people belong to the great middle class which is the "back-bone" of our nation. From this class the advertising manufacturer or dealer draws an immense trade.

These are the people who are susceptible to advertising. These are the people who buy enormous quantities of advertised goods.

THE EASTERN CANADIAN MANUFACTURER

should consider as a mass, these 1,713,876 people, they have the means to buy whatever they desire, they are home-owners and home-makers. They have earned their money individually, and spend it with personal care and careful judgment. They buy their clothes, their food, their kitchen utensils, and the necessaries of life from the local dealer, from the prominent advertiser in their favorite newspaper.

The general advertiser can carry out a very successful and comprehensive publicity campaign in Western Canada at a relatively low cost by associating with the Winnipeg Free Press a well selected list of representative newspapers at strategic points throughout the further western provinces. In this way Western Canada can be completely covered—**"Simply blanket the territory"**—reaching the desirable buying population at a marvelously low advertising cost per thousand of circulation or per thousand of probable market.

Any Canadian Advertising Agency will be glad to advise you on Western Canadian conditions. They will furnish estimate of cost, prepare copy and submit sales promotion plans.

EDGAR J. GUY, Eastern Canadian Representative
61 Canada Life Building - - TORONTO. ONT.

THE MUSIC OF THE ELECTRIC RIVETER

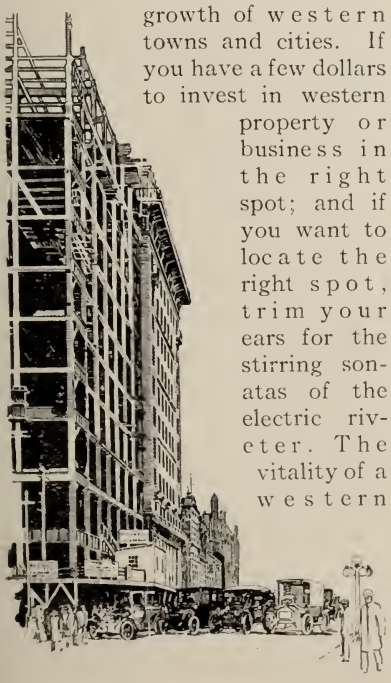
Impressions of the West by Karl Schmidt

Few Easterners realize adequately the tremendous development going on in the West at every point.

The following article, to be concluded in April issue, from the pen of Mr. Schmidt, who has just completed an extended tour through the Prairie Provinces, should have absorbing interest for Eastern manufacturers.

If it will help them to realize the astounding opportunities offered for the selling of their goods in this part of the Dominion, no apology is needed for its inclusion.—Editor.

THE stirring music of progress and development in the great west to-day is being played on the electric riveter; and it is mighty inspiring music to the ears of all who are interested in the marvellous growth of western towns and cities. If you have a few dollars to invest in western property or business in the right spot; and if you want to locate the right spot, trim your ears for the stirring sonatas of the electric riveter. The vitality of a western town or city can be determined by the amount of building. Calgary, Winnipeg, and Vancouver, are master musicians on this electric riveter, and Edmonton, Regina, Moose Jaw and Prince Albert are very apt pupils. Extensive building operations are developing such cities-in-the-bud as Weyburn, Swift Current, Medicine Hat, *et al.* The attention of the visitor in the west to-day is magnetized by the steel frames rising on every business street in Regina, Edmonton and Moose Jaw. The brisk music of the riveter is always in the air. Structural iron workers, carpenters and stone masons seem to have conspired to amaze you with the changes in these three cities during the past few years.



Regina, the financial, wholesale, government, commercial, railway, manufacturing, educational and judicial centre of Saskatchewan, made a remarkable advance in every line of endeavor during 1912; but particularly noticeable was its building expansion. Building operations of $8,047,309 for 1912 were a big increase over the $5,089,070 building total for 1911. This year

THERE IS ONLY ONE WAY

by which to accurately ascertain whether an advertising medium will pay you or not that is, give it a fair trial.

The Farmer's Advocate and Home Magazine

(Established 1866 Sworn Circulation, 32,892)

has no fear of results from such a trial. It has been making good for nearly 50 years and its record for 1913 is certain to be bigger and better than ever.

Send to-day for sample copy and rate card.

Address:—

The William Weld Company, Limited

LONDON, -:- -:- CANADA

(Founded in 1837, and published continuously since 1857 under the name of THE TIMES.)

Hamilton's population will soon be over the 100,000 mark.

THE TIMES

is the only Liberal paper in a busy manufacturing centre. Make your advertising campaign complete by using the columns of THE TIMES. Results will follow. No waste circulation. **Daily and Semi-Weekly.** Get our rates.

TIMES PRINTING CO. LIMITED

HAMILTON, -:- -:- ONTARIO

We have one of the most complete Job and Ticket printing plants in Canada. : : :

Regina expects to put up about $12,000,000 worth of new buildings.

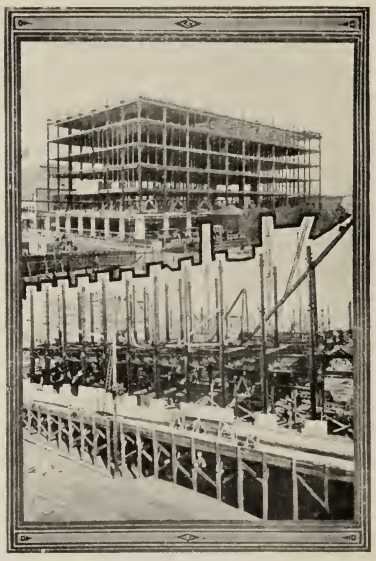
Regina's fortunate situation at the pivotal point of the world's richest wheat province, Saskatchewan, is responsible for that city's most rapid development. Only about 8% of the 122,000,000 fertile acres of Saskatchewan are under cultivation. Regina has done remarkably well on only 8% of its agricultural opportunities, and its growth will be prodigious when it enters into the other 92% of its possibilities.

There is remarkable railway activity in and around Regina. The city figures conspicuously in the building plans of the three great transcontinentals. Situated on the main lines of the Canadian Pacific, Canadian Northern and Grand Trunk Pacific Railways, with many branch lines connecting with 450 towns and villages within 100 miles radius of the city, Regina is the railroad centre of Saskatchewan. Regina has more branch lines than any other point west of Winnipeg. 12 lines are the total, with 10 more to be completed in 1913-14. 32 passenger trains enter and leave the Regina station daily. Regina's distribution of agricultural implements is the largest in the world.

A gratifying feature of Regina's remarkable building wave in 1912 was home building, which reached the highest point of excellence in the better class of homes erected in the new south-western section near the Capitol Building and Wascana Lake.

Building is so persistent and consistent in Regina that the city has grown out of the recognition of many a man who has not seen that growing city for a year or longer.

After the train has traveled a little more than an hour west of Regina the merry hum of the riveter claims your ear, and through the car window you catch the first view of Moose Jaw. This city has a small forest of steel frames rising each month, waiting for the mason and carpenter to convert them into modern business blocks and public buildings.



Scenes in Regina

Moose Jaw was a town of 1558 people in 1901; to-day it is a building, bustling city of 25,000 with an estimated assessment of $52,000,000. Its growth is a marvel even in a country accustomed to marvellous growth. The amount of

THE HAMILTON HERALD

is the Pioneer One Cent Newspaper of Hamilton. **All The News All The Time** for **All The People** makes the Herald **the People's Popular Paper,** the real

Home Paper

Original Fearless Progressive

Subscription rates by mail 25 cents a month, or $2.00 a year, payable in advance.

Advertising rates on application

The Herald Printing Co., Limited

Hamilton, Canada

Peterborough, Ontario, has secured three extensive industries in the past four months. Advertisers who wish to get into this field, should do so immediately. Write The Peterborough Examiner Limited, for rates. Sworn Daily Circulation of over 4,100 copies—Weekly of 2,750.

The Examiner

Peterborough :-: Ontario

A

Thriving Community

with more than average spending power—these are the people you can reach by using the columns of the

WATCHMAN WARDER

(WEEKLY)

AND DAILY WARDER

Give them a fair trial and you'll be surprised at the results.

Our advertisers say that these media pay them handsomely.

The Watchman Warder

LINDSAY, ONT.

building in this striving, thriving city has been amazing since 1910.

Railway building in and around Moose Jaw has been very active. It is estimated that the three great transcontinentals will spend about a million dollars each in Moose Jaw terminals this year and next. With the recent opening of the Outlook Bridge over the Saskatchewan River, all traffic from Edmonton to Minneapolis will pass through Moose Jaw, which, no doubt will make Moose Jaw a grain and milling centre with Terminal Elevators. The C. P. R. has 52 miles of yard trackage here, and a monthly payroll of over $200,000. The main line is double-tracked for a distance of 40 miles east and west of Moose Jaw. Of the new C. P. R. lines to be built in 1913 the line from Milden to Empress should open unusually productive territory for Moose Jaw. The Canadian Northern and Grand Trunk are both laying steel to the city limits. The C. N. R. has been shipping freight for the past six months from a temporary station on the outskirts of the city. Moose Jaw will have the Grand Trunk Pacific trains from the east, the Canadian Northern from the south, and each of these railroads will eventually run out of the city in other directions. The Grand Trunk grade just to the west of the city, is the beginning of the line to Elbow, which will continue through the rich territory west of the river and give up a line to Calgary shorter than the present C. P. R. line. The Grand Trunk also has charters for a line from Moose Jaw to Calgary south of the Saskatchewan and Red Rivers, with a branch to Medicine Hat.

Increasing business is bringing wealth and the desire for luxurious homes. Home building is brisk in Moose Jaw. In the delightful river-view section of the city homes are springing up that would do credit to large eastern cities.

With about $14,000,000 worth of new buildings erected in 1912, Edmonton is high in the list of building cities. While Edmonton resembles many large American cities in many respects, yet in the matter of building, for a city of about 60,000, it is unique in America. The metallic ring of the mason's trowel and the merry music of the electric riveter are always in the air. Building is ever on the increase. The business section is richer by many modern business blocks each year; and the city is spreading out by hundreds of homes.

The city stands high and glorious on a lofty plateau; an altitude quite in keeping with the ambitious aggressive, active Edmonton spirit. Every policy of progress here, like the building permits from month to month, seems to be higher, higher, higher.

(*To be concluded in April Issue*)

The Saskatchewan Standard

WESTERN FARMER'S FIRESIDE FRIEND AND COUNSELLOR

ESTABLISHED 1865

Is the oldest established daily newspaper in Saskatchewan. Other claims to this distinction are false. The Standard is the only independent daily newspaper in Saskatchewan, and, therefor, appeals to a class of readers that cannot be reached by the party organs.

The Standard is firmly established in the Saskatchewan field, having a list of over 5,000 paid in advance subscribers, **obtained without aid of premiums, canvassers, or any inducement except the quality of the paper, and the desire of the people to read it.**

Rate cards and further information on request.

THE STANDARD PUBLISHERS, LIMITED
Regina, Sask.

THE PUBLISHER'S ADVERTISING

By Wm. Findlay, Advertising Manager, Ottawa Free Press.

PUBLISHERS have at their disposal the greatest of all advertising vehicles, to which they can hitch up their own story. Not entirely without cost, however, for space represents money, whether it is your own space or that of some one else. But it is easier to take some of your own space than to sign a cheque for an equivalent amount of money.

Newspapers are continually agitating something. They have made and unmade political parties, built hospitals, carried on movements of every description for the commercial advancement or the moral uplift of the people. Their advertising columns have made millionaires out of struggling manufacturers and merchants. It is only in the last decade, however, that they have hooked up their powerful motor, their own advertising columns, to their own business interests.

Naturally, the publisher's advertising is directed to two classes: the readers and the advertisers and prospective advertisers. He wants to reach only two classes, the people who consume his advertising and the people who pay for it. And, unfortunately, I have to admit that the consuming class is many times more numerous than the paying class.

Here is the key to my belief regarding this advertising of our advertising. I have always believed that the publishers' advertising should be mainly directed towards the consumer of advertising—the reader.

There is a wide field for effort in this direction. Not every reader of the news is a reader of the ads.

Many people say they don't read the ads at all—but they buy advertised goods just the same,

Striking cover of Ad. Club's new Magazine

which indicates that advertising gets to them in a sub-conscious way at least. Whatever can be done to widen the circle of ad. readers will make your advertising more productive and our columns worth more money.

And in this every advertiser can

Are Your Guns Double-Barrelled

In a strong sales campaign commercial literature is as the artillery in warfare.

A CLEVER commander uses his artillery in a two-fold way. He weakens the front of the enemy; he covers the advance of his own forces.

Apply the principle to your selling.—Excellent printed matter overcomes the indifference,—weakens the natural antagonism (conscious or unconscious) held by the buyer towards the seller. And good literature makes it decidedly easier for your personal representative to get a hearing.

Wise generals insist on **perfect** artillery as the only **efficient** kind.

Wise sales managers insist on **perfectly** printed commercial literature as the only **efficient** kind.

"ACTON-PRINTED" booklets, catalogues, and business literature generally is like the crack artillery—always does what is expected of it.

Permit us to quote on your next requirement.

Acton Publishing Co., Limited

TORONTO MONTREAL

assist. I am not going to speak of clean advertising, for you have all been over that topic before. But I am going to speak of attractive, well written advertising—of advertising planned carefully and handled by the advertiser as if he had an appreciation of what it should do for him.

There isn't a newspaper publisher who doesn't look with regret upon the amount of slovenly advertising in his columns—advertising planned and written in haste—advertising without a purpose—one time advertising that should be running continuously—half-baked advertising rushed into the newspaper's composing room too late for a satisfactory display.

The appearance of that advertising before the public does the merchant very little good and does advertising in general a great deal of harm. So I plead with the advertiser—help your own advertising; help the cause of advertising by planning carefully; by writing truthfully and intelligently, by displaying attractively. Then your own advertising will not only profit you more but it will be an advertisement for advertising everywhere.

These advertisements to the reader naturally are on at least two topics—the retail advertising and the trademark advertising. What better field for copy writing than the arrival of the new hats that the advertisements tell about? Savings on shopping that must be done? Hints on gift buying or home furnishing? There is indeed a wide scope here.

Then there is the trademark advertising. It is also one which is easy of cultivation and yields large returns.

In Ottawa last year, in the middle of summer, when the city was generally upset by a diversion of street car traffic from the principal street, when hundreds of homes were closed and thousands were in the country, one of our merchants put on a trademark sale. The conditions were such as to discourage, but this sale was a big success. It was well advertised, it is true, but the two papers which carried the advertising, tilled the field in advance of the sale and during it, by editorial articles on trademarked goods. That was co-operation—timely in its application—profitable in its results. That was advertising of advertising of the most substantial and useful character.

While the advertisers are a much smaller class than the readers, you can reach them through your own columns in the same way. We have in Ottawa 250 firms to whom we are selling advertising or to whom we ought to be selling advertising. If an automobile man had 250 prospects in Toronto, I am inclined to think he would be willing to spend a good deal of money to reach them with his story. It is said that the Curtis Publishing Co. once used the New York *Sun* to catch the attention of just one man.

So our own columns are valuable not only to talk about the merits of our own mediums but to teach the merchant and the manufac-

The St. Catharines Standard is the mouthpiece of Foreign Advertisers in Lincoln County

Daily average circulation for month of January, 1913, **4,622.** Over 2,000 papers daily more than nearest contemporary in the county. ¶ Hoe press equipment —not surpassed by any other paper of its size in America. Est. 1891.

The St. Catharines Standard

17-21 Queen Street -:- St. Catharines, Ont.

The Jewish Daily Eagle

The only Jewish daily in the entire Dominion of Canada

"The Eagle"

Reaches almost every Jewish house in this Dominion, and as an advertising medium is unsurpassed and stands unique in it's class.

Subscription price, $3.00 per annum

Moderate price for advertising

HEAD OFFICE

Eagle Building - - - Montreal, Que.

BRANCH OFFICE

113 Queen St. West - - Toronto, Ont.

turer that advertising is an everyday commercial transaction, and not an ephemeral extravagance.

Behind every advertising campaign there must be service. The retailer must have the organisation to handle his trade. The manufacturer must have distribution and all those innumerable things which are necessary to national selling.. The advertising in both cases is only the public announcement of greater things already done.

So it must be with the advertising publisher. To the foreign advertiser he must add service to space selling. He must be prepared to furnish trade lists, information as to present and prospective sales, accurate data on all matters pertaining to the promotion of the advertiser's interests in that particular field. Co-operation in these respects is the publisher's service to the advertiser, and it is as important as the manufacturer's service to the retailer or the advertising agency's service to the client.

At the moment the newspapers of Ottawa are calling on the grocery trade in the interest of a national advertising. They are not selling goods, they are securing information and stimulating interest in the advertiser's campaign. A newspaper cannot undertake to be a personal selling agent for any advertisers.

Such service as that outlined is of infinitely more value than the editorial boost or the free reading announcement that formerly was attached to so many advertising contracts.

Specialized advertising is employed in the foreign field with great success. I mean trade papers, folders, letters, and novelties. The "copy" for such announcements is changing. It is getting better every year. It won't do now to fill your space with some bombast about the amount of advertising you carry and the lesser amount in your competitor, you've got to get vital, individual facts about your publication if you want to be heard.

A publisher laid on my table the other day a novelty he had got out for 1913. It was a large jackknife with a gimlet and screw driver on the back. Having no use either for an automobile repair kit or a burglar's jimmy, I gave it to the janitor. The novelty was for presentation to the advertising agents, however, and the supposition is that the gimlet was for the purpose of making holes in the advertiser's bank account, while the screw driver would be useful in squeezing down the publisher's rates to the last cent. So you see all advertising is useful.

* * *

"A good newspaper—good advertising in that newspaper— *persisted in*—backed up by the right kind of merchandise and the right kind of store service—that's a combination that will spell Success for any merchant who has foresight and understanding enough to give it a fair trial."—*J. P. Fleishman.*

* * *

Business comes to the man who goes after it.

For Eastern Canadian and American manufacturers there does not exist on this continent a better or more profitable field in which to market their goods than

THE CITY OF VANCOUVER and
THE PROVINCE OF BRITISH COLUMBIA

That of course is in *this* year of 1913. What it will be ten or fifteen years hence is quite removed from the region of surmise because then, and likely long before then, this coast will be producing all that we now have to import. But now the field is ripe and open to almost everything the East can manufacture.

THE SUN

A morning paper published in Vancouver every week day during the year is sold to

100,000 SUBSCRIBERS)
21,000 READERS) DAILY

21,000 and over individual Subscribers daily

IT IS GROWING—Like everything else in the West.

Published in Vancouver, B.C., every week day by

The Burrard Publishing Company, Limited

Eastern Canada Representative
EDGAR J. GUY, - CANADA LIFE BUILDING, - TORONTO, ONTARIO

SPEAK IN FIVE LANGUAGES

You can do it if you will let us help you. Send your advertising copy to us in English and we will translate it, free of charge, and insert your announcement in five different publications. You can reach the buying public in Western Canada in no other way.

WRITE FOR PARTICULARS

West Canada Publishing Co., Limited

WINNIPEG - - - CANADA
The Most Cosmopolitan Publishing House in the World

"SOME ADVERTISERS GROW RICH WHILE OTHERS FAIL"

By W. A. Murchison, Publicity Manager, W. H. Scroggie Limited, Montreal.

GETTING down to brass tacks the point is, that every manufacturer and wholesaler cherishes a continuous fond hope for increased sales.

If some fellow comes along with a proposition that appears feasible, doesn't cost too much money and will not jeopardize any business now being done, he usually gets an audience—if he isn't an advertising man.

This probably accounts for the existence to-day of so few advertising men and so many "idea factories," executors of advertising, "publicity experts," and so on *ad infinitum*.

Nearly everything the average wholesaler or manufacturer has guessed about advertising has been wrong—and very many of them are in no better position toward the trade, than the street peddler is to the established department store.

They do pretty good work in the way of producing good goods and getting good salesmen to travel with them, but each season finds them in a new predicament—the work they have done in the past has died with the past. They bested competition last year, this year, and then they're got to start all over again next season.

This is so chiefly because their effort has been misdirected. They have never signed their work so to speak. They have no trademark or having one they have misused it.

If their salesmen are popular their samples "get a show"; if they're not, it depends upon the condition of the buyer's liver. And, when the popular salesman "finds" himself and incidentally bumps up against some younger and more enthusiastic house, he kisses the old concern good-bye and makes a "bee-line" for new pastures.

Then Mr. Minus Trademark puts in fourteen hours every week day regretting the fate that took Mr. Popular from him and devotes Sunday to cussing things generally. He's discovered that four-fifths of the trade was the salesman's, not his.

But chances are ten to one, if he had brushed elbows with a thoroughly planned and carefully directed advertising campaign, he wouldn't find himself in the same dilemma.

Advertising has established a new order of things in commerce. It has become a mighty power in business progress; a comprehensible transmitter of many parts for the distribution and selling of merchandise. It has elevated the standards of business ethics. It protects the manufacturer from unscrupulous competition and the consumer from base imitation. It conserves trade, extends business,

Proven Paid Circulation of The Canadian Countryman

October 12, 1912——4,852
March 4, 1913——29,500

This unique record of circulation growth is the result altogether of a large circulation organization, backed by a magazine of distinctive character and unique attractiveness. The extension of our circulation force and the maintenance of our high standard of reading matter, will enable us to reach well over 50,000 paid readers by the end of the year.

Representative farmers in all parts of Canada have been writing us letters which convince that they find the CANADIAN COUNTRYMAN a "better" paper — the "long-hoped-for" magazine of instruction and entertainment.

Our contention as to the high quality of interest which THE CANADIAN COUNTRYMAN will get for its advertisers is borne out by the results of a mail order advertisement, for a good firm, that was run in our January 11th issue. The same advertisement was used in five other well-known farm papers. For the month of January only one medium produced more returns than this magazine, and we led the other four by a big margin. This, in spite of the fact that some of the other papers published the advertisement a week earlier than we did, and, therefore, had a week longer in which to show results.

We'll be very glad to describe to advertisers our plans for reaching 50,000 circulation by the end of the year. You will find them very interesting.

The plan of proving circulation each week in the magazine itself by means of post office and news company vouchers will be continued throughout the year.

If there is any information you desire about THE CANADIAN COUNTRYMAN—its policy, circulation, etc.—details will be promptly forwarded.

The Canadian Countryman Pub. Co.

8 Colborne Street -:- -:- -:- Toronto

T. J. Tobin, Advertising Manager

creates good will. It enables the manufacturer to take his case directly to the public after he has first enlisted the proper distributing co-operation, and to secure public judgment on his goods

But there is a way of going about it.

There is no possible basis for effective advertising except thorough knowledge, and thorough knowledge must include advertising in the abstract as well as the concrete conditions surrounding a particular proposition. Systematic study of the business to be advertised, the market to be entered, the product to be sold, the methods of manufacturer and every condition or circumstance directly or remotely consequential.

I know two large manufacturers who are large advertisers. They both make good goods and are keen, aggressive masters in the art of salesmanship, on the face of it their advertising policies would appear similar. They both use good mediums and strong copy. They both appear to co-operate with merchants in local advertising.

But let us take the retailer's side of it and see what makes such a difference.

Here's the reason. Mr. Successful uses general mediums strictly in the interest of his merchants; his copy is not only word-explosions about his own brand, but convincing selling arguments, that the retailer can back up when he shows the goods.

He goes to the trade regularly by circular and trade press to post each merchant on the progress of his campaign and shows him plainly how it will improve his business.

His salesmen show the goods first and emphasize merchandise values before they talk of the demand created by advertising.

When you investigate his retail advertising matter, you see the reason why the merchant likes to use it. It's written by a man who stands in the retailer's shoes; it talks merchandise as a woman likes to read it; its aim is not merely to exploit an advertised brand, but to sell goods for the merchant and make his business grow.

Trouble is there are too many advertising men who are one-idea men—they do not seem to see over their own glasses.

When a manufacturer wants to make advertising valuable to him, he should hear everybody's arguments,and then settle down and do some serious thinking and diagnosing and answer to himself the question, "What advertising will most benefit my business?" When he does this it is likely that he will decide that no single kind of advertising will stand on its own footing and make good by itself without the support of other advertising methods or mediums as the campaign makes progress.

He will admit that trade paper advertising, magazine advertising, newspaper advertising, bill board advertising, circular advertising, booklet or catalogue are all good, but to accomplish national results, his advertising campaign must be

a composite of several of these mediums and methods.

For instance, the reader may be an advertiser who depends upon the co-operation of the retail merchant. He has heard explained to him at great length and skill the arguments that consumer advertising will force the dealer into his fold. This may be true if he is a breakfast food millionaire, and can afford a million dollar appropriation, but in these days when magazines and newspapers carry so much more advertising than editorial matter, and every line is represented by competitive advertisements vying in space and expense with each other and addressed to a heterogeneous audience he must have an extraordinary appropriation to force any number of dealers into line. But once he has established a good distribution through a judicious dealer campaign and has the dealers working with him in promoting his goods—by local advertising campaigns, etc., the matter of consumer advertising in magazines and newspapers becomes easy.

He is already selling sufficient goods to afford more expensive publicity. Prior to this time he has probably spent the bulk of his appropriation in trade papers, offering the most effective approach to the merchant's attention. Now he will wisely decide to go to the consumer direct and use the magazines and newspapers. At the same time he will also decide to increase his trade paper appropriation. He will have more to tell the merchants who should be posted on all the details of his consumer campaign, be instructed how to make effective application of this publicity to their local business and led to emphasize earnestly the merchandise value to the trade. The trade paper will, therefore, be more than ever valuable to him in his extended campaign, and here is where the two mediums should work together to mutual advantage. He will find that circular advertising becomes useful in putting up his proposition to the larger stores in a more distinctive and personal way than could be possible in any regular advertisement using space in competition with other advertisers.

The final step in such a well considered campaign is the use of daily newspapers, bill boards, street car cards, etc., in these cities where competition is liveliest or urgent work is needed in converting the big dealer. The experienced advertising manager is like a general. He should gauge carefully the relative power of each piece of copy to be used—and each medium the copy is to be inserted in. He must use media and method as a general does his battalions. He plans his line of march in advance, bearing in mind all conditions that might affect his progress. He brings up his reinforcements as they are needed in invading the enemy's territory. He makes use of every little opening that may give him a momentary advantage and follows such advantage through to final and permanent success.

POSTER ADVERTISING, WHAT IT IS AND WHAT IT WILL DO

By Frank H. Rowe, Sales and Service Manager, E. L. Ruddy Co., Limited, Toronto.

MR. PRESIDENT and Gentlemen: I have been asked to address you on the oldest form of advertising in the world—Outdoor Advertising.

Here is publicity with a history that takes us back to the days of the Children of Israel, when the utterances of rulers and prophets were inscribed on parchments and posted in public places. It takes us back to the early Christian era when the scroll, the forerunner of the modern theatrical poster, advertised the "Passion" and other sacred plays. It takes us to Greece and the days of Aristotle, who records the common use of such advertising. It takes us to ancient Pompeii, where excavations have brought to light announcements inscribed on tablets and posted on pillars and walls advertising the opening of certain new baths with such vaudeville as the slaughter of wild beasts and athletic games, and such luxuries as perfumed sprinkling and awnings against the sun. I have a letter from a friend in which he writes that Li-Hung-Chang, when Ambassador from China to the United States, told him that posting in his country was four thousand years old.

The antiquity of Outdoor Advertising, however, is more interesting than important. It is not a matter of precedent, age or ancestry in the advertising business, it is a matter of how to move goods most effectively and economically.

The sponsors for Poster Advertising claim recognition on both these important counts, but let me state at the outset, that the modern solicitor for Poster Advertising is not an enemy of the newspaper, the magazine, or the trade paper. He is thoroughly informed regarding all media and convinced of the value of each medium. His purpose is not to discourage people from advertising in the newspapers and periodicals, but to show them how they can get greater results and get them more quickly by including Poster Advertising; sometimes in conjunction with other media, sometimes by itself, depending entirely upon the proposition.

We will never all agree as to the amount of money which should be spent in each medium, but we agree that any programme which will result in complete satisfaction to the advertiser is preferable to a one-sided programme which will result in the advertiser becoming disgusted and quitting because he cannot see results.

Some of the advantages of Poster Advertising are immediately apparent.

Look first at the matter of colour.

Colour is important in advertis-

NOTICE

THE E. L. Ruddy Co. operates some thirty Poster plants (all strictly Class "A") in as many important centres throughout Ontario and the Eastern provinces, including Toronto, Bellevillle, Kingston, Halifax, St. John, etc.

We place Poster campaigns for advertisers of National and International importance everywhere in Canada.

We originate Poster designs. We plan and execute trade aid work in connection with Outdoor Campaigns. We handle every detail and charge only for the actual Posting.

Write us for estimates, quantity of Posters needed and any other information.

E.L.RUDDY CO. LIMITED Toronto.

ing for several reasons. One is, that it makes your advertisement more pleasing in appearance and more conspicuous. Another is, that it permits the package, goods, or trademark to be presented exactly as they appear and thus helps the consumer to recognize them on sight in the dealer's store. It is an effective help against substitution.

Colour on posters enables the advertiser to adopt a distinct colour scheme. Designs may vary widely, but if there is a certain keynote of colour carried through on all his posters, labels, display hangers for the store, his letterhead, etc., the advertising soon assumes a distinctive character which makes it more readily recognizable. The poster gives a chance to use colours such as nothing else gives.

If I should ask you to name another conspicuous quality possessed by Posters, you would say size.

This is a day when advertising, to be successful, must be conspicuous. It must be seen. If it is not looked at, it is lost. A Poster, including the white space above and below, is, practically speaking ten feet high. The more favoured size of posters used to-day is twenty-one feet wide, exclusive of the white blanking space on either side. Such a poster is the one on my left entitled "Clean Advertising." The average cost of such a poster is about 15 cents per day in Toronto, which is indicative of the expenditure necessary for covering the city.

Another excellent size is the 16-sheet Bovril Poster shown on my right, which is 14 feet wide. The other posters shown behind me are each 8-sheets and are 7 feet wide. Prices are based on the one-sheet as a unit.

But look now at what all this colour and space make possible:

No one will question the value of the illustration in advertising matter of every description. The better the illustration, the more effective.

To the illustration is due in a large measure the efficacy of Poster Advertising because it attracts attention, tells a story at a glance and is easily remembered. We remember faces and forget names; the illustrations of a story, and forget the plot.

Size, colour, and pictures are obvious advantages of the poster, but let me call to your attention some other features which may not have occurred to you.

Poster Advertising is continuous. From the time the advertising begins the product cannot drop out of sight and so give an opening for a competing line. Posters are working practically every moment of the day because they are always in sight of somebody.

Poster Advertising has the very best effect upon the trade. Many manufacturers have spent large sums for advertising and endeavoured to impress the trade with what they were doing to assist in moving the goods only to find after a season's advertising that the trade has only partially appreciated what had been done.

One reason is, that the advertising, though excellent in itself, admirably planned and undoubtedly effective, has not been seen by the trade as it should be, perhaps only one-half of the publicity has really come to the attention of the firm's customers.

An advantage which I would like to point out right here concerning Poster Advertising, is that the trade, like the public, cannot miss it—it is so conspicuous. It is placed on so many streets where the merchant passes. It is constantly in sight day in and day out and frequently, it is in sight from the very door of the merchant's store.

Furthermore, it is so impressive because of its size and brilliant appearance that it appears exceedingly costly and impresses the trade with a feeling that the manufacturer is co-operating to the limit.

Poster Advertising reaches all classes of people at one stroke regardless of their political belief, their religious inclination, or their social status. This is important. It requires no knowledge regarding the special efficacy of a given medium for reaching certain sections of the community.

Poster Advertising is concentrated advertising, in other words, it can be placed exactly where the goods are on sale, even down to a neighbourhood, if necessary. Each advertiser is furnished with a list of locations occupied by his posters, by which to check them. If he desires any changes these can readily be made.

Poster Advertising can also be used to reach a class of people who are ignorant and unread. Here in Canada there is an influx of immigrants. Many of them are ignorant, many of them do not read because they are not interested in Canadian affairs, except in so far as they can make a better living here than they did in the Old Country. This class spends its leisure on the streets to a very great extent. Outdoor Advertising reaches them directly if shown in the vicinity of the places where they work, and in sections of the city where the boarding-house and the modest home predominate.

We all recognize that in an argument the last word is the best. Poster Advertising may be said to be the last word inasmuch as it is the last advertising seen by the public before it buys. Not only is it seen at all times, but it is seen when the people are on their way to the stores, and is therefore, a final reminder of the name and quality of the goods.

Posters are unique in that they are strictly advertising. The newspaper must first of all give the news, and the magazine must first of all give its editorial features, but the poster is all advertising, and offers its wares clearly without a feature of any kind which can detract from the message.

Again I desire to emphasize that these points which I have made are not submitted in any spirit of criticism of other media. We look forward to the day when the ideal condition shall exist, namely, when the advertiser will plan his campaign so that he can

use to the proper degree each form of advertising which can do him good. When that day arrives there will be few quitters and when we stop the leak which exists at present, because many advertisers quit after a try-out, we will all have more business than we can take care of. Is it not most desirable that we hasten the day when the advertiser is sure to continue?

The past few years have seen great strides in advertising methods but I venture to say that no work in the advertising world has been more productive of good than the work of the Poster Advertising Association.

This Association was formed for the purpose of placing Poster Advertising on a basis more satisfactory to the advertiser. It was necessary to establish a standard of service and to this end the Association was formed by the voluntary coming together of the men engaged in the business.

The Association classifies plants and fixes the rate for each plant strictly according to the service rendered. Inspectors are sent periodically to inspect each Poster plant in the country, and detailed reports are forwarded to headquarters where they are passed upon carefully by a Board of Directors. Applications for the higher classification and rate is granted only when the plant owner has demonstrated that he gives higher value to the advertiser. You can readily imagine that most owners strive to put their boards in first-class condition and maintain service on the highest basis.

The old wooden board is a thing of the past—the modern steel board has taken its place, with a heavy moulding on top, bottom and sides, with its length panelled off by heavy moulding so that each poster appears, as it were, in a frame, completely separated from other advertising, and with broad strips of white paper above, below and on either side.

The Poster Advertiser knows today that his posters will be put up on time, put up carefully, renewed, if one is torn, and put up in high-class company. There is no obscene poster permitted on the boards and no fakes. Thousands upon thousands of dollars worth of advertising has been turned down because it is not considered up to the standard of this medium.

POSTER ADVERTISING STANDS

For economy.
For quick results.
For big and impressive copy.
For truthfulness.
For dignity.
For cleanliness.
For all that is decent in the advertising business.
For absolutely one rate to all according to service given.

I have hardly touched upon the subject of poster copy, including design, colour selection, and text, because that is an immense subject, but let me say this: that the poster copy field offers the advertising fraternity one of the biggest opportunities for brilliant achievement that lies before it in the 20th century. It is a profession in itself.

THE RETAILER—A FACTOR IN DISTRIBUTION

By D. O. McKinnon, President Commercial Press Limited.

TRADE paper advertising is the missing link in many advertising campaigns.

The three methods of successful distribution, of modern selling are:—

a. Manufacturer by general representative to agent, to consumer.

b. Manufacturer, to jobber, to retailer, to consumer.

c. Manufacturer, by traveler, to retailer, to consumer.

The big implement dealers are typical illustrations of the first method (a) of distribution. Agents are secured for every locality, no matter how small. On these agents rests the burden of influencing the farmer—the ultimate consumer.

The implement dealer, consequently, does not content himself by advertising to the farmer. Experience has taught him that his sales increase or decrease in proportion to the activity and skill of his agents, and so he employs a staff of general representatives who visits the local agents to help and instruct them, to enthuse and encourage them, and thus to keep them at the highest point of efficiency in selling.

Twenty years ago practically all grocers, dry goods, paints, hardware, house furnishings, etc., were sold by the second method (b), but in recent years, the manufacturers have shown a growing tendency to get closer to the retailer through his own salesmen (method c).

As this tendency developed, two distinct methods of advertising evolved—one, a comparatively modest one, wherein the manufacturer used the trade journal for the sole purpose of securing the greatest measure of support and co-operation from the retailers in his line; the other a great and at the same time expensive campaign directly aimed at the consumer—the advertiser bluntly claiming that he could and would force the dealer to carry his product by creating an overwhelming demand for it.

Time has shown, however, that there is a plan of campaign better than either of these one-sided methods.

To-day the first effort of the manufacturer is to make sure that his selling price to the dealer and to the consumer gives the retailer a fair margin of profit. Then he directs his energies to securing the largest possible sympathy and support from the retailer. The trade paper is consequently the first to receive his attention. By it he influences his selling agents—the retailers.

Having assured himself of the retailer's support he decides on his advertising campaign to "get to" the consumer. He may use the daily papers, the monthly or weekly magazines, the street cars or outdoor advertising, or he may

distribute samples of his product from door to door.

Whatever his method of reaching the consumer be, if he is to get the best results, he must interest the retailers in his campaign and secure their continued support to his efforts.

The value of the trade paper is no longer experimental.

In practically every line of trade in Canada, there has been one or more trade journals for over twenty-five years. Their growth has been steady and positive. A striking feature of their development has been the number of advertisers who have continued using them for from ten to twenty years, and in some cases thirty years.

A few years ago the agencies gave but little attention to the trade journals. To-day the reverse is the case. Much of the best copy appearing in these papers is prepared by the agencies. This, too, despite the fact that the agency seldom gets adequate remuneration for preparing trade journal copy. In the first place some of the trade journal publishers have refused to allow the usual agency commission. In the second place, practically each trade journal is different from every other publication, so special copy must be prepared in each case. When it is remembered how many times a daily paper or country weekly advertisement can be duplicated, the trouble involved in handling trade journal copy will be understood.

The trade journal, consequently, has had to "make good" in a double way with the agencies, so it is fair to argue that the present attitude of the more progressive agencies to the better trade journals is proof of two things: that the agency is really striving to place his clients' interest before his own, and that the "trade journal" is really essential to a national campaign by any manufacturer who sells through the retailer.

* * *

Advertising makes two customers grow where one grew before. It brings the producer and the consumer closer together. It eliminates a host of agents, canvassers, peddlers and middlemen. It creates better national habits, such as the use of automobiles, the installation of open plumbing, and the purchase of clean foods. It puts an end to the clumsy, wasteful ways that grew up in the days of homespun and log cabins. It awakens energy and ambition. It keeps the farms and villages in touch with the great cities, and levels the nation upward. It creates higher standards of living, and then holds them up before all the people.—*H. N. Casson in Munsey's.*

* * *

If you think this number of *Economic Advertising* "worth while," pin a dollar bill to your letter paper heading for a full year's subscription.

GENERAL AND MAIL ORDER ADVERTISING COMPARED

A METHOD of merchandising as direct and intimate as the "mail order" method allows the minimum of debate as to the profits from the advertising, or as to the relative value of the publications used. Its results are so apparent that the advertiser can at once and with considerable accuracy estimate the actual results of any given advertisement or of the whole campaign. The amount of mail order business shown year after year in the advertising pages of any leading periodical is pretty conclusive evidence this advertising is effective and profitable.

From the infinite variety of goods successfully sold by this method it would seem that mail order advertising reaches every class. The field is so large and so specialized that a generalization is of little value. Toys worth ten cents and handsome drawn linen shirt waists worth many dollars are advertised with equal success.

Re-orders—the result of satisfaction—are, as a rule, as necessary in the mail order business as in any other. One mail order advertiser, for instance sells goods at five dollars. His gross profit is one dollar, and it costs him two dollars to make every first sale. His initial loss, therefore, is one dollar per customer—re-orders are *imperative*.

The magnitude of one successful mail order business, selling clothing to women, may be imagined from some of last year's items; advertising $350,000, for free samples of woolen fabrics $90,000, postage $520,000, expressage, $460,000, letters received some days, 20,000 to 60,000, total letters received, 5,250-000 a year.

There is, however, one respect in which results from mail order advertising are not only undependable, but *actually misleading*, if used as a criterion by which to judge results of national advertising generally.

An estimate of the amount of advertised goods sold by a given advertisement, where these are sold through the trade, cannot be arrived at by comparing the number of inquiries received from that advertisement, with the number received from corresponding space by mail order advertisers.

Such comparisons are the result of wrong analyses. In all general advertising most of the effective force of the advertisement, in some cases all of it, is exerted indirectly. A reader will not write you if you have a live dealer in your town—*you don't want him to.*

In such advertising few of the resulting sales can ever be *traced* directly to the advertisement. It is only by aggregates over comparatively long periods that the true effects of publicity can be judged.

Reports from salesmen and dealers show general advertising to be in the long run even *more* profitable than mail order advertising, for it yields indirect as well as direct

returns, though not so productive of direct inquiries.

Of every hundred people who read your advertisement, ten, let us say, send you an order direct. Out of the remaining ninety there must be some, say twenty-five, that need your product, but are not convinced to the point of sending you the money. If you are depending entirely on direct orders you may never hear from these other twenty-five people; but if your goods are distributed in stores, many of these twenty-five people will sooner or later purchase your goods.

The nub of the matter is this: If one is advertising his business on a sufficiently broad basis, and for a long enough pull, very little of his advertising goes to waste; it is bound to crop up some day and show how it has been working overtime for him.—*National Advertising.*

WHAT'S DOING AT THE AD. CLUBS

EDMONTON

The Ad. Club recently presented the stunt called "Killing the Ogre Dignity," under the direction of W. A. Milne, who prepared the piece and wrote the accompanying parodies and coached the cast. It was one of the funniest bits of horseplay ever seen in Edmonton, or, in fact, anywhere in western Canada, and it made an impression that will be remembered for some time.

* * *

HAMILTON

A largely attended luncheon of the Club was held on January 14th. E. R. Heyland, Manager of the Land Dept. of Neely's Limited, Toronto, gave a talk on "Influence of Advertising on Modern Life." His remarks were both instructive and interesting. Mayor Allan who was also present, spoke a few words and congratulated the Club on its success. D. B. Wood, 2nd Vice-President, was then called upon to present the retiring Secretary, Thos. F. Kelly, with a handsome club bag. Mr. Kelly made suitable reply.

At a later meeting of the Executive Committee, Fred. J. Walker was elected Secretary.

A luncheon was held at the Tudor Inn on Feb. 11th. Milton Bergey, Traveling Salesman, Lowe Bros., Toronto, gave a talk on "Salesmanship and its Relationship to Advertising." Mr. Bergey's remarks were well received.

* * *

OTTAWA

Geo. Pellatt, advertising manager of L. N. Poulin, Limited, gave an interesting address on February 14th, comparison being made between the department store advertising of Ottawa and other Canadian cities.

He considered that Hamilton, for its size, of all cities in the United States and Canada, was easily first in the use of the most intelligent and profitable advertising.

This, he thought, was due to the close proximity to Toronto—

the Hamilton merchant had been compelled to cater to the local trade in the most energetic and careful manner because of the competition in Toronto, and the results had been very gratifying.

Mr. Pellatt pointed out the advantage the local merchants had over the merchants in another city. He showed how it is possible, by having the goods and the merchandising service, and announcing these facts to the public through high class advertising, to keep at home practically all the trade in a city of this size.

Mr. Grant, local manager of the National Cash Register, also addressed the meeting, which was very well attended.

* * *

PETERBOROUGH

Mayor Bradburn and H. B. Cowan, of *Farm and Dairy*, were the principal speakers at the noon luncheon on February 10th.

Both speakers dealt chiefly with civic issues, and many suggestions were made for the improvement and beautifying of the city.

The public spirit manifested by members of the Ad. Club was highly commended, and it was stated that an amalgamation would likely take place in the near future between that organization and the local Board of Trade.

* * *

TORONTO

William Findlay's address on "The Publisher's Advertising" at the lunch on February 4th, although appealing directly to only a small part of the large audience, is so full of good things that no apology is needed for reproducing it at some length in this issue.

Mr. Findlay is advertising manager of the Ottawa *Free Press*.

* * *

Chas. Hannon, of Specification-Data Limited, was the speaker on February 11th, and there was an excellent turnout. His talk on "Dealing with the Ideal" resolved itself into an analysis of what constituted the ideal canvasser.

The ideal canvasser, like the real poet, was born not made. His greatest assets were a pleasing personality and a naturally smiling face. It was useless to try and assume a smiling face if it was not natural, as the counterfeit was easily detected.

The ideal canvasser has something to say—he has more than a parrot-like form of appeal to go through—and his quickness of perception tells him just what to say in the most acceptable manner.

He is always respectful, and never argumentative, and even though his statements, which he knows can be verified, are being discounted, he always remains dignified.

Even though his canvass is unsuccessful, he leaves a good impression, and is able when meeting "his man" on the street to refrain from talking "shop."

Absolute truthfulness is his golden rule, for he knows confidence can never be gained by exaggerated statements, and even though he has to make many calls on a pros-

pect, he remains patient yet persistent and enthusiastic.

Such a method of approach will, in nearly every case, lead to final success in the selling of any kind of goods.

* * *

"Salesmanship from the angle of an angler" was G. A. Warburton's subject on February 18th.

Mr. Warburton is well-known locally as General Secretary of the Y. M. C. A., and his spirited and interesting address was very well received.

"To get customers you must keep casting," was the burden of his remarks. "A fly in the air catches no fish."

Throwing a worm into slow-moving waters was not angling, nor was the lazy opening of the sample case salesmanship.

Mr. Warburton's fishing laws as equally applicable to the fine art of salesmanship are concise and to the point.

The salesman like the angler, must love his sport, must know the habits of his fish, must go where the fish are, must keep his flies on the water, and must hook and land his fish. You cannot, he pointedly concluded, put "rises" into the basket.

* * *

Julius Schneider, advertising counsel of the Chicago *Tribune*, and recognized as one of the leading advertising men on this continent, was chief speaker at the monthly dinner on February 25th. "Advertising that Pulls" was the subject of his address, which was thoroughly appreciated by a very large attendance of members and others.

"The advertising men are in the business to get the money," claimed the speaker, "but unless they 'deliver the goods' there will be no money, and the goods will never reach the best markets unless they are advertised. Some writers are trying to get advertising into the artistic sphere, but they forget why it is we advertise."

Mr Schneider described very logically why various forms of advertising had not been successful, and what was lacking. He pointed out that, in time, old forms of advertising attack lose their power, and that the live advertising man was the one who could recognize the changing public opinion and was ready at all times to take advantage of the chances left open. Advertising is the study of mankind in its various moods that end at the mouth of his open purse. Good writers must study how to write so as to get a response on suggestion.

This address was followed by a most interesting account of the Peary Polar Expedition by C. Frank King, representative of the Montreal *Financial Times*, who was one of the exploring party. He showed a number of most interesting slides illustrating the trip, and also showed a fine selection of slides from the Amundsen Antarctic expedition.

* * *

WINNIPEG

George Farquhar was the speaker at the midday luncheon on

February 5th, his subject being "How to get rid of the Advertising Fakir." "Solicitors come to our firm with schemes for advertising on programmes, calendars, small directories, and such things," said Mr. Farquhar. "They will not admit that they are begging for charity; but that is really what they are doing. Not only do these methods take thousands of dollars from the advertisers from which there is no return, but they tend to drive the legitimate advertising out of business. As long as advertisers will be blackmailed there will be blackmailers. The only solution is to get together against these fakes and expensive advertising schemes. If you will patronize this class of fakirs, for the sake of good advertising don't call your expense account that you have for that purpose an 'advertising' account. Call it 'charity' account, or anything else you please."

THE ORIGINAL ADVERTISER

Nature as a Model for the Advertiser, By Bert M. Moses, President of the Association of American Advertisers

NATURE was the first advertiser.

Her advertisements assumed various forms, and every form was honest.

Nature could never be enmeshed by the pure food and drugs law for false and misleading advertisements.

She always tells what is.

Pain is nature's way of advertising that something is wrong with the physical side of man.

Bad odour is her way of telling of decay.

Thunder is the advance announcement of a storm.

The cackle of a hen is a top-of-column advertisement that there's an egg in the nest, and the crow of the rooster is a bold statement that the advertiser has faith in his prowess and challenges combat.

The peacock advertises his wardrobe by a full-page spread of his tail, and the bark of a dog is advance notice to keep at a distance.

Hunger is the stomach's advertisement of "food wanted," and drowsiness is the advertisement of the brain for sleep.

The falling leaves advertise the approach of autumn, and the violets modestly foretell the coming of spring.

Any advertiser of merchandise who is a close observer of nature realizes that the only thing worth while telling is truth.

Tell what is, and tell it in a way that must be seen or heard.

Tell it in the proper place and at the right time.

Tell it over and over, so that in time your advertisements will come to be recognized as being as true as nature's advertisements.

A man can be honest and truthful without boasting about it.

Simply be honest, and that fact will be established more quickly than if you continually boast about it.

MEN AND MEDIA

THE *Commercial Traveler and Railway News* appears in a new shape—10 inches by 7—and in a new coloured cover. A marked all-round improvement is noticeable.

* * *

Geo. W. James, of the *News*, Bowmanville, has been appointed Business Manager of the Brantford *Courier*, and a new company "The Courier Limited," under the presidency of W. S. Brewster, M.P.P., has been formed to conduct this progressive daily.

* * *

F. D. Blakely, formerly of the *Nor-West Farmer*, has acquired the controlling interest in *Country Life in Canada*, and further splendid progress in this high class magazine may be looked for confidently.

* * *

Gratifying support has been accorded the promoters of the Toronto Annual Business Show to be held in Massey Hall during the week commencing April 24th.

The exhibits and attendance bid fair to eclipse all previous records.

* * *

Sears, Roebuck & Co. did $80,000,000 business in 1912, using 30,000,000 catalogues.

* * *

A circular reaches us from the Toronto *Telegram*, detailing the circulation by wards and districts, and is accompanied by a graphic map.

It should prove of much value to every advertiser planning to cover the fertile Toronto field.

* * *

"Poster Advertising for February," contains a very handy table by which it is easy to compute the exact cost of any number of posters of any size.

The table was compiled by E. L. Ruddy, the well-known poster man of Toronto.

* * *

J. Grant Henderson, publicity agent and industrial commissioner

This May Hit You
Your success depends more on what you do than who you are.
That's the American of it.
With a clear brain, steady nerves and a sound body, all things are possible.
If coffee fogs your brain and shakes your nerves, isn't it "good business" to quit coffee
and use—
POSTUM
Thousands of wide-awake people have taken the hint and use Postum instead of coffee.
"There's a Reason"
Postum is a pure food drink made of choice wheat and the pure of Southern sugar-cane, roasted and blended and is absolutely free from "caffeine" (the coffee poison) or any injurious substance. Sold by grocers everywhere.
Canadian Postum Cereal Co., Limited
Windsor, Ontario, Canada

Unconvincing! This would never make a man after a lifelong habit.

for London for the past year, has tendered his resignation, to take effect on April 1. Mr. Henderson will return to his home in Hamilton where he will take a managerial position with a firm in which he is financially interested.

* * *

The editor of the "Fifty Years Ago" column of the *Inter Ocean*,

of Chicago, says under date of February 17:

"As an evidence of the little interest taken in advertising even by our best and most enterprising merchants, the fact is noted that the firm of Cooley, Farwell & Co., of which Marshall Field is junior partner, is still running in the city papers an advertisement of goods for the fall trade of 1862."

This is a fair example of the consideration given to advertising all over the world fifty years ago. In that same city it may be noted that the first advertising building in the world was erected in 1913.

* * *

M. E. Nicholls, president and editor of the Winnipeg *Telegram*, is to head the new Montreal morning daily to be launched in a few months. He has been appointed president and managing director. Breton A. MacNab, who organized the new enterprise, will be the editor.

It is denied that Lord Northcliffe is connected with the enterprise. The paper will be conducted on strictly independent lines.

* * *

S. G. Waller, commercial artist, has opened a studio at 114-116 Jarvis Street, Toronto (M. 6026), and is prepared to execute all kinds of commercial art work.

* * *

A Canadian newspaper man has been singularly honoured by the Government. William Dennis, proprietor of the Halifax *Herald* and *Evening Mail*, has been called to the Senate. This is a life appointment and is made by the Governor-General on the advice of his cabinet.

* * *

The *Canadian Home Journal* is now located in the Graphic Arts Building, corner of Richmond and Sheppard Streets, Toronto.

* * *

Senator Dennis was born in England fifty-seven years ago and went to Canada when young. He entered the employ of the Halifax *Herald* shortly and worked his way from reporter to editor and owner. He was one of the first men to introduce interviewing in Canadian journalism, and was for many years correspondent of the New York *Herald* and other American publications.

* * *

John S. Lewis is the new editor of the Montreal *Star*, succeeding B. A. MacNab, who retired some time ago and is now directing the work of organizing the new Montreal *Times*. Mr. Lewis was associate editor of the *Star* under Mr. MacNab.

* * *

It is said that a new paper in the interest of local option will shortly be started in Galt, Can. A number of prominent men are said to be behind the project.

* * *

The firm of Chadwick & Sexsmith is a new general agency in Vancouver, B. C. Offices are in the Dominion Building. The members of the firm are W. Francis

Chadwick and Evan Waldron Sexsmith.

* * *

John A. McKay, publisher of the Windsor *Record*, will be abroad until the middle of April.

* * *

Construction of a new home has been started by the proprietors

Where Two Heads Are Better Than One
Why try to do all your work alone—drudge, rub, scrub and scour—wear yourself out with work and worry, when you can summon the GOLD DUST TWINS to your aid and cut your labor in two?
Gold Dust will save just half of your cleaning effort. It will do more work and better work than any other cleaning agent. It will make everything about the house cleaner and brighter. It will do its work in half the time consumed by other products.
GOLD DUST
There's no use in talking—to get along without Gold Dust makes hard work of house-work.
Buy a package of Gold Dust today—sold in 5c and larger packages—learn the way to easy housework.
THE N. K. FAIRBANK COMPANY LIMITED

Not pretty, but you can't miss the "twins"

of *Le Samedi*, Montreal. *Le Samedi* is printed in French as a humorous publication.

* * *

The publishers of the *Farmer's Advocate*, in Winnipeg, Can., have moved their publication to a new home on Notre Dame Avenue.

* * *

A meeting of newspaper men of Niagara Falls, N. Y., and Canada, was held last week to organize a press club. The meeting was held in the office of Mayor Laughlin and Orrin E. Dunlap was chosen temporary chairman; Lee S. Gooding was named temporary secretary. N. F. Maddever, editor of the *Gazette*, and William E. Tuttle, proprietor of the *Mist*, were among those who spoke in support of the idea.

* * *

J. Atherton and Edward Matheson have purchased the Magrath *Pioneer* from D. H. Elton. Both the new owners have been employed on the Calgary *Herald*.

* * *

B. A. MacNab, late editor of the Montreal *Star*, has instituted a suit for $10,000 for alleged slander against Sam Hughes, Minister of Militia. The charges are that Mr. Hughes gave out a story to newspaper correspondents that Mr. MacNab was in a conspiracy against the Ross Rifle and was conspiring to ruin him.

* * *

Advertising came, in the first place, because it was cheaper and better than any other method of selling goods. Even in the days of its youth, it made fortunes for the pioneers who dared to use it. Clever merchants found that it was a short cut—that it would reach more people in a month than a salesman could reach in his life-time. It did not, in the long run, add to the cost of the goods, for the reason that it increased the output and cut down the number of salesmen.—*H. N. Casson in Munsey's Magazine.*

HAMILTON NEWSPAPER UNION LIST

is composed of country newspapers with a genuine subscription circulation.

□

More than 75 per cent. of all the newspapers in Canada are Country Weeklies.

□

No advertising proposition can stand beside continuous space in the Local Publications when country people are to be reached.

□

Country trade is valuable, and sticks. It is useless trying to capture it except through the Local Weekly.

□

The largest and most successful advertisers invariably use our list of Country Weeklies.

□

Sworn Circulation for 1911, 2,347,656

Weekly Average, 45,135

Hamilton Newspaper Union

Hamilton, Canada

Index to Advertisers

MARCH, 1913

CALGARY
Herald 6

COBALT
Nugget 8

EDMONTON
Journal 4

HAMILTON
Herald 20
News List 48
Spectator 14
Times 18

LINDSAY
Watchman Warder 20

LONDON
Farmer's Advocate 18
Free Press 8

MONTREAL
Gazette 4
Jewish Eagle 26
Star 2

PETERBORO
Examiner 20

REGINA
Standard 22

ST. CATHARINES
Standard 26

TORONTO
Acton Publishing Co 24
Canadian Countryman 30
Commercial Press Ltd 10
Globe ..... Outside Back
News 14
Realty Review 8
Ruddy Co., E. L., Ltd 34
Star ..... Inside Front
Wilson-Hunt Co 6
Woods-Norris Advertising Agency ..... Inside Back
World 12

WINNIPEG
Free Press 16
West Canada Publishing Co 28

VANCOUVER
Sun 28

The Pulling Power of the Poster

All Poster Advertising is good—either in connection with other forms of publicity or alone.

It *commands* attention. It is forceful and irresistible.

May we have the opportunity of offering individual and personal advice on your poster problems?

We are Official Solicitors of the Poster Advertising Association of Canada and are unusually well informed regarding Canadian Poster Conditions.

We will willingly give information without obligation on your part.

Get in touch with us To-day.

Woods-Norris, Limited

Advertising Agency

Mail Building -:- Toronto

Newspapers — Magazines — Bill Boards

Canada's National Newspaper

The Globe

Sworn Circulation Statement for 1912 Just Issued

Actual circulation in every village, town and city in Ontario, and important points in the other provinces.

Post Offices in alphabetical order, as well as by counties. .

Facts at a glance.

Daily average for the year 1912, 58,328 copies.

A solid circulation.

90% directly into the homes.

A copy of this booklet mailed to any address upon application to

The Globe

TORONTO - CANADA

Daily average January, 1913, 60,618
Daily average February, 1913, 60,729

l. 6 APRIL—1913 No. 4

Economic Advertising

CONTENTS

PAGE

Straight Talks 1

The Printer's Ink Bill—Agency Service—A Novel Index—The Benefit of Bigness—Concentration—The Power of Advertising—Advertising Service Bureau.

Reaching the Brain through the Eye 13
Gordon C. Keith, M.Sc.

The Flat Rate 19
R. F. Huntsman

The Music of the Electric Riveter .. 23
Karl F. Schmidt

Recent Ads.—Good and Otherwise.. 27
The Captious Critic

The Relation of Trade Paper Advertising to a Consumer Campaign 34
James G. Lorriman

What's Doing at the Ad. Clubs .. 37

Reaching the Right People 39
Arthur Chadwick

Men and Media 41

WOODS-NORRIS LIMITED
PUBLISHERS
MAIL BUILDING, TORONTO, CANADA

A Gain of
10,000 Lines

This is THE TORONTO DAILY STAR'S gain in Want Ads for February '13 over February '12.

THE ONE AND ONLY REASON FOR THIS remarkable increase is the fact that STAR Want Ad. users get RESULTS.

Do you send your Want Ads to THE STAR? Use STAR Wants—and you'll get what you want when you want it.

Net Circulation DAILY . . . 83,124

UNITED STATES REPRESENTATIVES:
New York—Chas. H. Eddy, Metropolitan Bldg.
Chicago—Eddy & Virtue - People's Gas Bldg.
Boston—C. H. Eddy, - - 294 Washington St.

Economic Advertising

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.
Condensed Rates, 3 cents a word; Minimum, One Dollar.

Vol. 6. Toronto, April, 1913 No. 4

STRAIGHT TALKS

THE PRINTER'S INK BILL

IN OUR March issue we reproduced the substance of the bill to eliminate the fraud and the fake in advertising, which The Associated Advertising Clubs of America are endeavouring to have incorporated in the various states of the Union.

A study of the proposed measure will at once convince you that the framers of the bill have gone into their task in no half-hearted manner. The language is as plain as it is possible to make it, and has been purposely framed so that no loopholes can exist whereby it could be made of no effect.

It is natural, however, that a measure of such a revolutionary character as this should meet with opposition, and the expected has happened. In *Printer's Ink* of March 20th, is reproduced at some length a letter from some unknown party, offering an alternate wording for the proposed bill. The chief change suggested is the introduction of the word "knowingly," in the clause in the Printer's Ink bill, which reads briefly: "Any person who makes, publishes, etc., any assertion, representation or statement of fact which is untrue, deceptive or misleading, shall be guilty of a misdemeanour."

In correspondence received from *The National Druggist* of Saint Louis, a similar addition to the text of the bill is proposed, and these good people seem to be very much alarmed, because if this bill is enacted into law advertising would become one of the most hazardous of callings. They point out that an innocent mistake, even though no one is injured thereby, would form the basis of a criminal prosecution, and although they are good enough to remind us that the stopping of fraudulent advertising is a "consummation devoutly to be

The Acid Test

After all, in any advertising campaign it's *Results* that count, and the *acid test* of a medium's value is the opinion of leading advertisers based upon many years of intimate acquaintance.

Applying this infallible test to the FAMILY HERALD AND WEEKLY STAR, consider the following letter:

> "We are pleased to inform you that as a medium for making known to the good people of Canada the merits of our high-grade washing machines, the *Family Herald and Weekly Star* stands first. In fact we consider it the 'backbone' of our advertising campaign. We have been surprised at the promptness with which it brings results. We trace the results from our extensive advertising very carefully and systematically, and almost before we ourselves learn that an issue of the *Family Herald and Weekly Star* containing a new ad. is off the press, enquiries from it begin to come in. And not only does your paper bring inquiries promptly, but also from large numbers and from nearly all over the Dominion. As we have been placing advertising with you for many years, we are well qualified to form an opinion of the value of your medium, and desire that you should know of our appreciation of it."
>
> (Signed) NINETEEN HUNDRED WASHER CO., TORONTO.

This is not an isolated case, but merely one of hundreds of endorsements, equally as strong, received in the day's work.

Write for detailed circulation statement showing distribution of the *Family Herald and Weekly Star* in the rural communities of every province of Canada.

ADVERTISING MANAGER

Family Herald and Weekly Star

MONTREAL, CANADA

desired"—they feel that to make a statement criminal, because it is merely untrue, deceptive or misleading, would not only be a mistake, but a great injustice.

It is good to be able to take a firm stand in this matter, and to use all our influence to back the text of the proposed bill, as worded by our New York contemporary, *Printer's Ink*.

We are entirely in accord with them that the beauty of the bill as it now stands, lies in its simplicity and directness. It is incapable of having its meaning distorted, whereas there is every chance of the substituted bill proving ineffective against the very large number of fraudulent and dishonest advertisers, against whom the measure is particularly directed. The argument that the measure, as it stands, which has already become law in two states, would put an amount of undesirable power in the hands of certain public officials, is pure nonsense. If there is crookedness going on amongst those who administer justice, this argument would carry equal force in the case of a breach of the proposed advertising law, as it would in any other criminal offence.

Doubtless, ere long we shall learn who the opponents of this excellent statute are, although at the present time they have not cared to come under the spot light of publicity.

We cannot believe that the revenue of Canadian publishers would be affected by such a measure. On the other hand, if we may judge from those publishers on the other side of the line, who have systematically cleaned shop and excluded all doubtful advertising, this policy would be attended not only by an increase in circulation, but by an accession of better class advertising.

The slogan that *Printer's Ink* have adopted is an excellent one: "*EVERY TIME YOU KILL A DISHONEST ADVERTISER YOU CREATE TEN HONEST ONES.*"

AGENCY SERVICE

IT is unfortunate, but true, that the large majority of advertisers still have a most elementary idea of the kind of service which can be offered them by the better-class advertising agency. It is no uncommon thing for an agency to be addressed something like this: "Yes, I am planning to do a certain amount of advertising, and would be glad if you will go right ahead and prepare a plan of campaign, and submit copy."

We are aware that many advertising accounts have been started on this basis, because competition is sufficiently keen between the agencies, to impress them with the fact that the first man in the field with a definite plan of any kind, has a certain amount of "pull." But this method of handling an advertising account is not the right

Is your product worth talking about?

Every manufacturer takes a just pride in his product, but is often at a loss to know how best to get the buying public acquainted with its sterling qualities. Has **your** advertising any **real** news value? Does it put **facts** in their most favorable light? Is it **economically** and **judiciously** placed? Your answer in the affirmative to these questions exactly describes

Woods-Norris Service

But you may realize that your advertising lacks something! If so—you are the man we want to get in touch with. Our service is much more than mere clerical and mechanical work. We produce advertising that is **personal** and **profitable**—that hits hard, is definite, and hammers home your best selling arguments. **Our service pays.** More than a few leading national advertisers will bear out this statement. Ask any of them what **Woods-Norris Service** means. We will mail you their names. Ask us to detail our proposicion to you.

WOODS - NORRIS LIMITED

Advertising Agency

Mail Building, Toronto

one, and the blame lies—not so much with the agency, but with the manufacturer himself.

If the manufacturers and merchants would treat the advertising branch of their business in the same rational and common sense way, as they do the purchasing, manufacturing, and other incidental details, they would readily realize that it is impossible for an agency to prepare a plan of campaign *in advance*, that is to be little more than guess work. True, it is possible to guess right, but the chances are that this method of handling an advertiser will result in failure, and bring discredit to advertising as a selling force.

If the agencies would unite in taking a firm stand, and gently but firmly decline to handle any proposition without intimate knowledge of business conditions, investigation of trade conditions, and problems of distribution, and sufficient insight and information for preparing the most forceful kind of copy, it would be better for all concerned.

There is no magic about the success in any advertising campaign. Agency service at its best has long ceased to be the mere buying of space and checking of copy inserted. These are the firms with the good reputation, a highly trained staff of specialists, and men who are not merely solicitors of business, but who are competent to plan and organize really effective selling helps.

And it will pay advertisers, and prospective advertisers handsomely, to see that the agency they employ, has a staff of men who are up to these requirements.

A NOVEL INDEX

AN innovation which should prove of considerable service to advertisers, and which, at the same time should be of much benefit to those in need of any particular commodity, has been introduced into the columns of *Successful Farming*.

We refer to the new form of Index, in which no names of advertisers are given. This index is simply made out according to the names of the subjects advertised, so that a man who is in need of a plough, could on referring to this index, under this word, find the pages of every advertiser of ploughs in this issue.

Necessarily, different advertisers of a similar article using different size spaces, are scattered over many pages of a magazine, and though an effort has been made in some cases, to classify and bind together the pages relating to similar articles, yet we think that this method under review has many points in its favour.

Such a classification in this case, could be made just as varied as desired, and the placing of such an index in a regular prominent position in a magazine, would add much to its value.

The idea has our hearty commendation.

The oldest newspaper in Canada is "The Gazette"—Established 1778

The Gazette

MONTREAL

The only English morning daily in Montreal is "THE GAZETTE"

The Market Beyond

the Great Lakes is amazing eastern manufacturers with its growth.

The magazine that commands this territory is

CANADA MONTHLY

with its ninety-five per cent. home circulation amongst the class who pay $1.50 a year for a high class, standard, literary magazine.

The contents of CANADA MONTHLY is positive proof of the intellectual and refined class of people to whom it appeals.

For further information write us direct, or enquire of any well-known advertising agency.

VANDERHOOF-GUNN CO., LIMITED, Publishers

LONDON TORONTO WINNIPEG CHICAGO

THE BENEFIT OF BIGNESS

A REMARKABLE series of circulars has been reaching us from the *Chicago Tribune*, drawing attention to the extraordinary success which has attended the advertising of a large number of Chicago people, who have of late been using full page space in the Sunday edition of this paper.

When one full page of advertising used in this journal alone, and not in any other medium, can result in over $100,000 worth of direct business, we venture to think that this is a proof conclusive that big space advertising in a worthy medium pays handsomely.

Perhaps the most remarkable thing about this big advertising is that it has proved equally successful and profitable for big manufacturing concerns and small retail stores.

There is undoubtedly something very impressive about a big display. Modern billboards, nowadays, seldom carry less than an eight sheet poster, and mostly sixteen. In the magazine page space predominates, whilst in the trade press the proportion of one, two and four pages occupied is very large, especially in the frequent special numbers.

There is, of course, a decided value in being able to command the undivided attention of a single page, but we also think that the use of large space tends to create a good impression of the stability of the firm advertising and of their ability to carry out promises made, to the letter. This, perhaps, constitutes the chief value of big display. It not only demands notice, but creates confidence, and carries conviction.

CONCENTRATION

OUTSIDE of our national advertisers, who rely on general publicity in nearly every existing medium for the effectiveness of their advertising campaigns; much more could be accomplished by the large majority of advertisers if they would learn to concentrate their fire.

There is not the slightest doubt that a series of heavier volleys aimed at individual sections of the country where the people can be reasonably supposed to need the article advertised, will accomplish a great deal more than advertising directed haphazard to sections and varied classes in all parts of the country. Briefly, in Canada there are four sections—rural, small town, city, and foreign, and too much care cannot be given to the choice of media to reach these very distinct classes. Further subdivisions might be made *ad lib*—especially in the cities, where different media should be carefully chosen, for reaching the moneyed and the working classes. Yet, we have seen such anomalies as acetylene gas plants being advertised

Try This Winning Combination

The Daily and Sunday World have a combined circulation of more than 120,000.

More than 55,000 Sunday Worlds are sold and delivered right here in the City of Toronto every week.

A keyed advertisement run in the two papers will prove to you what an excellent combination this is.

The rates are reasonable and you will find results eminently satisfactory.

We will be glad to quote rates and give you further particulars as to the distribution of both papers.

A postal will bring particulars.

The World Newspaper Co.
LIMITED

Toronto -:- -:- Ontario

in papers with entirely city circulation—where people use exclusively gas or electric light; of products particularly suited to the needs of the farmer being advertised in media circulating almost entirely in cities and small towns, and of expensive clothes or jewellery advertised to working class readers.

This matter of concentration of advertising is one on which too much time and care cannot be spent.

There was recently a very able article in *System* in which value of concentration is forcibly brought out, and some of the points made will well bear repeating. Among other questions, the following might well be put by every advertiser about to make a scientific and careful selection of the media he proposes to use:—What about the classes or groups of possible buyers? Is my product of use to married or single people? Does it appeal to well-to-do people or to wage earners? Does it appeal to young folk, middle-aged or elderly? Is my product needed by factory hands, office workers or professional men? What is the best way to reach the large and ever-increasing class of dwellers on the land? How can the foreign element be reached with the least waste?

These are only a few of the questions that readily suggest themselves, and it is by answering these successfully, when selecting the media to be used, that concentration can be effected, and the particular class desired to be reached can be addressed with the least possible waste.

THE POWER OF ADVERTISING

THERE is not the slightest doubt that the suffragette capers, which have assumed such alarming proportions in the Old Country, are being fostered and extended by the prominence which is being given to them in the daily press.

This is no place for a discussion on the merits, or demerits, of the movement, but there is no disputing the fact that the movement is being kept alive almost entirely by the free publicity which it is obtaining. This is about the best instance that has ever occurred of the Power of Advertising. It is inconceivable to imagine that a nation, however phlegmatic, will stand so long for such outrages as they have suffered. The government is entirely powerless to combat the hunger-strikes, and the only way in which this fanaticism can be killed is to stop its advertising by forbidding the reports of the various actions of the women in the daily press. This, in company with the confiscation of the funds of the union would kill the movement in a month.

Advertising is a mighty power, even when wrongly used.

Circulation of The Canadian Countryman Now Past Thirty-Thousand Mark----
----and still growing

THE CANADIAN COUNTRYMAN—a new type of farm weekly that has come quickly to the front, promoted by an unique organization with strong financial backing—a magazine actuated by a full appreciation of the great possibilities of agricultural development in Canada—a magazine that appeals to the farmer as a business man, and insists upon the application of business principles to agriculture—a magazine that not only teaches the farmer how to better his production, but, even more important, educates him to become a good salesman of his products, and an intelligent student of markets and distribution—a magazine that believes in having the contents of each issue present a carefully studied variety broad enough in its scope to make every subscriber a consistent reader.

THE CANADIAN COUNTRYMAN aims to be just as interesting to the farmer's wife and daughters as to the farmer himself. Note the splendid household and fashion features. In addition to making it a very desirable medium for advertisers of household articles, the interest taken in the magazine by all members of the family simplifies our problem of getting large circulation and holding it.

THE CANADIAN COUNTRYMAN strikes a new note in the farm field, promotes a fresh viewpoint among the farmers of Canada, and, altogether, is competent to direct to your advertising a high quality of attention and interest.

Circulation is now over 30,000 and there is every indication that it will reach 50,000 by the end of the year. The advertising rate is still 15 cents per line on contracts of 1,000 lines or over. Circulation proven by affidavit or post office receipt.

Isn't this the sort of farm publication with which you'd like to have your advertising identified?

The Canadian Countryman Pub. Co.

60½ Colborne Street -:- -:- -:- Toronto

T. J. Tobin, Advertising Manager

ADVERTISING SERVICE BUREAU

PROMPTED by the number of enquiries received from time to time, relative to advertising in all its varied branches, which we have, gratuitously, been glad to answer, and which, we believe, have been helpful to the enquirers, we have decided to open an Advertising Service Bureau, through which we will be able, more effectively, to deal with the many enquiries we are constantly receiving. Requests for information on any advertising topic, from the biggest to the smallest, will be cheerfully and promptly answered through the mail, free of charge.

There are a hundred ways in which we can be of service to Canadian advertising men—there is a wealth of reliable information that we can give from our own files and records. And if it so happens that any desired information is not to hand, we will only be too glad to procure it for our readers.

Questions and answers of peculiar and general interest will be inserted in our columns from time to time.

We believe this Service Bureau can become of real value to our readers, and its scope will only be limited by the modern expansion of business.

Your hearty co-operation is invited.

Don't hesitate to write to us for any information *re* circulation, rates of media, either in Canada or elsewhere, in fact, on any advertising subject you may desire.

We are at all times at your service.

* * *

There will be more advertising in the future, not less, so the ad. men believe. The big corporation will learn that it should advertise for good-will as well as for trade. It will use advertising to keep itself in touch with the public and to explain its vast industrial policies. Cities, too, and even states, will overcome the handicap of dumbness by the use of advertising. They will make known their wants and their opportunities.—*Herbert N. Casson.*

* * *

The world isn't half so bad as it's painted. There'd be far less suffering and pessimism on earth if we'd set out to find the best in folks half as hard as we search for the worst.—*Herbert Kaufman.*

Economic(al) Advertising

is the faculty of getting the most for your money—most "pull," best territory, most suitable circulation. Any proposition of general utility appeals to readers of

THE NEWS

TORONTO

because they are that good Canadian middle class which responds to the advertisements of goods of merit. If you have faith in your product tell The News readers about it. Quick, direct results will prove it is economical advertising.

News Publishing Co., Ltd., 107 Bay St., Toronto

THERE IS ONLY ONE WAY

by which to accurately ascertain whether an advertising medium will pay you or not, that is, give it a fair trial.

The Farmer's Advocate and Home Magazine

(Established 1866 Sworn Circulation, 32,892)

has no fear of results from such a trial. It has been making good for nearly 50 years and its record for 1913 is certain to be bigger and better than ever.

Send to-day for sample copy and rate card.

Address:—

The William Weld Company, Limited

LONDON -:- -:- CANADA

REACHING THE BRAIN THROUGH THE EYE

By Gordon C. Keith, M.Sc., Editor "The Canadian Manufacturer" and "The Railway Journal."

WHEN asked to contribute something on Technical Paper Advertising, to the columns of *Economic Advertising*, there had, at the time, been brought forcibly to my mind two or three points which I should like to place before men interested in advertising. There are three headings to which I wish to refer—type, art and borders. These, however, can hardly be separated, but I shall refer to them in that order. You will notice that two of the illustrations are from a technical paper published in the United States. This is not because there is nothing to commend or criticise in our Canadian publications, but I do not wish to use up the rights of "Captious Critic," who has been doing such excellent work. Besides, and to be candid, this is the real reason, it is getting too near home.

Technical papers are read for one primary reason—for information. Information is sought for in both the editorial and advertising pages but this is no reason why a whole lot of matter should be crowded into a space in small type. The inclination of the reader (try it yourself) is to pass over small type and read the short concise statements in clear bold type. Publications have realized this and the editorial pages are being set in nine and ten point type instead of six and eight point as formerly. Advertisements often contain as interesting if not more interesting reading, than some of the editorial pages, and this should not be hidden in small type.

Advertisements should be dominant, forceful and simple. A reader cannot be impressed with the superiority of a line, he cannot be made to feel a confidence in the product unless the advertisements are dominant and forceful, and how can you dominate his mind if you fill up the space with fourteen

An excellent advertisement, which suggests the product advertised with practically no reading.

or eighteen or more lines of solid six point and so hide the thought you wish to convey?

I do not mean that small type should not be used, but it should be used with a view to the effect on the reader's eye. In a recent issue of a technical paper, in one advertisement there were seventeen lines of solid six point set across the page. Had this been set in ten point type and instead of one and a quarter inches deep, had

PHONE ADELAIDE 1678

occupied double the amount of space, it would have been more readable. If it had even been broken up into two or three col-

YOU CAN REPAIR AN ECLIPSE GASKET
OR ADD A PIECE TO IT ANYWHERE
IF AN ACCIDENT INJURES A GASKET MADE OF ECLIPSE SECTIONAL THAT PART MAY BE CUT OUT AND A SHORT LENGTH PUT IN ITS PLACE
ECLIPSE SECTIONAL RAINBOW GASKETS
LAST INDEFINITELY NO MATTER HOW MANY TIMES MAN OR HAND HOLES ARE REMOVED AND REPLACED FOR THEY NEVER STICK AND ALWAYS MAKE A TIGHT JOB HOWEVER ROUGH THE RING OR PLATE MAY BE. DO NOT LET THE INSPECTOR GET A WRONG IMPRESSION OF YOUR WHOLE PLANT FOR THIS IS ONE OF THE THINGS HE IS BOUND TO SEE AND ALL INSPECTORS ARE RESPECTERS OF ECLIPSE SECTIONAL
PATENTED AND MANUFACTURED EXCLUSIVELY BY
PEERLESS RUBBER MANUFACTURING COMPANY
16 WARREN ST., NEW YORK
FOREIGN DEPOTS

Too much art work. All capitals over background make it very hard to read.

umns, it would have been better, and, if in addition, it had been leaded, the advertisement would have been much more dominant and convincing.

I therefore make my first point:

(1) Make the labour of the eye slight by either setting matter in large enough type or so arranging the type as to be easily read.

While on the subject of type I should like to draw to your attention another point. I have noticed advertisements from time to time with white type on a black surface. Opticians tell me that this causes a strain on the eyes and is hard to read. It should therefore be avoided.

Art In Advertising

Art in advertising has been very much abused. Art in some cases seems to be the designing of any grotesque figure that is absolutely different from anything ever published. I believe in originality, but it is overdrawn in such cases. The fact is that some advertisers give too much attention to "art" and not enough to concise, convincing statements of the usefulness or efficiency of their product.

The circle is an attraction in an advertisement and so some argue if one circle is good, two or three

YOU CAN REPAIR AN ECLIPSE GASKET
OR ADD A PIECE TO IT ANYWHERE
If an accident injures a Gasket made of "Eclipse" sectional that part may be cut out and a short length put in its place. *Eclipse Sectional Rainbow Gaskets* last indefinitely no matter how many times man or hand holes are removed and replaced for they never stick and always make a tight job however rough the ring or plate may be. Do not let the inspector get a wrong impression of your whole plant for this is one of the things he is bound to see and all inspectors are respecters of "Eclipse" sectional.
PATENTED AND MANUFACTURED EXCLUSIVELY BY
PEERLESS RUBBER MANUFACTURING COMPANY
16 WARREN ST., NEW YORK
FOREIGN DEPOTS

The Peerless Rubber Co. Ad. reset showing a vast improvement

will be better, and they use three or four, divide the attention of the reader—and kill the advertisement. It is something like the Irishman

Eastern Canadian Manufacturers

Should take into consideration the fact that dealers **in Western Canada** like to see, in their own local paper, the **paper they themselves read,** the advertising of the goods that they are asked to stock.

Western Canadians as a class read newspapers; they are a thrifty lot, have money enough to buy what they may desire. Therefore, as far as the Eastern Canadian manufacturer is concerned every possible buyer of his product is open to the influence of advertising through the newspapers of Western Canada. This includes residents of the smaller towns and villages. Because in every small city and country town the residents not only read their own daily newspaper—if the town is big enough to support one—but many of them also receive the Winnipeg Free Press. To the Western Canadian this daily newspaper is as much a part of his daily life as is his bread and butter; it is in his hands the first thing in the morning and the last thing at night, and at every odd moment through the day his favorite newspaper is his first thought.

General advertisers can carry out a very successful and comprehensive publicity campaign in Western Canada at a relatively low cost by associating with the

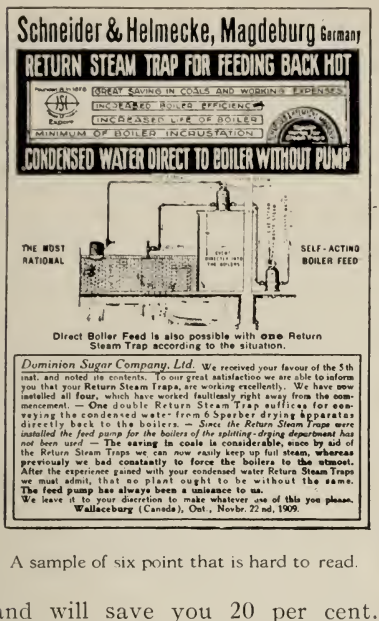
Winnipeg Free Press

a well selected list of furthern Western representative newspapers throughout the Prairie Provinces.

Any recognized Canadian advertising agency will be glad to advise you on Western Canadian conditions. They will gladly furnish estimates of cost, prepare copy and submit sales promotion plans.

EDGAR J. GUY, Eastern Canadian Representative
Canada Life Building - - TORONTO, ONT.

who went into a hardware store to buy a stove. The clerk was very attentive and pointed out the stoves to Pat. "This one is $35


Schneider & Helmecke, Magdeburg Germany
RETURN STEAM TRAP FOR FEEDING BACK HOT
GREAT SAVING IN COALS AND WORKING EXPENSES
INCREASED BOILER EFFICIENCY
INCREASED LIFE OF BOILER
MINIMUM OF BOILER INCRUSTATION
CONDENSED WATER DIRECT TO BOILER WITHOUT PUMP
THE MOST RATIONAL
SELF-ACTING BOILER FEED
Direct Boiler Feed is also possible with one Return Steam Trap according to the situation.
Dominion Sugar Company, Ltd. We received your favour of the 5th inst. and noted its contents. To our great satisfaction we are able to inform you that your Return Steam Traps, are working excellently. We have now installed all four, which have worked faultlessly right away from the commencement. — One double Return Steam Trap sufficies for conveying the condensed water from 6 Sparbier drying apparatus directly back to the boilers. — Since the Return Steam Traps were installed the feed pump for the boilers of the splitting-drying department has not been used. — The saving in coals is considerable, since by aid of the Return Steam Traps we can now easily keep up full steam, whereas previously we had constantly to force the boilers to the utmost. After the experience gained with your condensed water Return Steam Traps we must admit, that no plant ought to be without the same. The feed pump has always been a nuisance to us. We leave it to your discretion to make whatever use of this you please. Wallaceburg (Canada), Ont., Novbr. 22 nd, 1909.

A sample of six point that is hard to read.

and will save you 20 per cent. This one is $45 and will save you 30 per cent. The third one is $55 and will save you 40 per cent. The large one is our best. It is $65 and will save you 50 per cent."

"Begorra!" said Pat, "that one will suit me fine. I'll take two and I won't have to buy any fuel at all."

Pat found out that it didn't work out in practice. Neither do the circles. They should be used with discretion. As a rule, one on a page will be sufficient for the eye to take in at a glance.

There seems a little inclination sometimes to obscure the reading matter with decorations. Fancy letters or long paragraphs in capitals are often very hard to read. The accompanying advertisements illustrate very forcibly these points and it is almost unnecessary to state my second point.

(2) In the use of "art," arrange the advertisement for the eye to take in the idea at a glance.

Border Lines of Advertisement

Border lines may be dealt with in a few sentences. Avoid heavy black borders that detract from the advertisement. Checkerboard squares, and "dot and dash" or "hit and miss" border lines not

An excellent arrangement of copy that is easy on the eye.

only draw the eye from the important feature of the advertisement but produce a glary effect that makes the advertisement hard to

Annual Expenditure in Northern Ontario of Over $20,000,000

for labour and supplies guarantees circulation of money; guarantees also a field ripe for goods advertised nationally. There are opportunities for manufacturer and who lesaler, anxious to create a demand for his goods in a new field. *The Daily Nugget* —Northern Ontario's only daily paper—is read by over 16,000 people every day. It's the medium to carry your advertising message.

ADDRESS

The Cobalt Daily Nugget
Limited
COBALT, - - ONTARIO

THE KEY TO WESTERN ONTARIO

You cannot effectively reach the prosperous homes of Western Ontario without the

London Free Press

Total Circulation **OVER 33,000**

Serves 85% of the homes in London, and has 24,000 outside circulation.

Send for booklet giving detailed circulation by towns and villages.

EDGAR J. GUY
Toronto Representative
61 Canada Life Building, Toronto

THE CALGARY DAILY HERALD

Leads all newspapers on the American Continent in increase of actual paid advertising during 1912.

1911	1912	Increase
8,313,844	10,771,736	2,447,892
Agate Lines	Agate Lines	Agate Lines

THE HERALD'S paid in advance circulation increased 22% in 1912.

One issue of the DAILY and WEEKLY HERALD aggregates 27,300 and covers the Calgary district thoroughly.

Write for rates and circulation statement.

The Herald Publishing Co., Limited
Calgary, Canada

EDGAR J. GUY, Eastern Representative,
61 Canada Life Bldg., King St. W., Toronto

The HERALD WEEKLY has over 7,500 circulation. It is the leading Farm Journal of Alberta.

read. Therefore, as a general rule, I make this point:—

(3) Make border lines uniform and continuous.

I do not wish the reader to understand that "catch-the-eye" is all there is to technical paper advertising. I repeat what I said in one of the first paragraphs, "Technical papers are read for one primary reason—for information." The advertisement in the technical paper must therefore (1) contain useful information on the product advertised, and (2) this information must be placed before the readers in attractive form. By following some of the ideas presented herewith, the advertisement can be so arranged as to compel the attention of the reader and place the information before him in the most attractive manner possible.

THE FLAT RATE FOR DAILY PAPERS

By R. F. R. Huntsman.

So many columns have been written of late on the much-vexed merits and demerits of the flat rate, that this strong and emphatic article from "The Fourth Estate" in its favour will be read with much interest.—Editor.

THE man who invented the "flat rate" for newspaper advertising should have a monument erected to his memory.

I wonder who he was or is. Does anyone know?

This would be a fine subject for research, and the men who buy space to-day ought to take up seriously this suggestion.

No other one thing has saved space buyers and solicitors as much time, trouble and toil as the flat rate. It is the "short cut" for everyone concerned.

The space buyer and estimate man will lead a life of serenity when all papers come to the flat rate, which they surely will do some time.

It takes more than a Philadelphia lawyer to figure contracts in some papers. The ordinary rate card has a "crystal maze" beaten a mile for obscurity.

No one knows this better than the space buyer of to-day.

Magazines have secured hundreds of thousands of dollars from advertisers because of fixed rates and the comparative ease of buying magazine space.

Every newspaper which makes it easy for advertisers to enter its columns will get the business belonging to it.

The rebates for time and space, the breaking of rates, and the ever-present uncertainty that the rate you finally pay is not the lowest one, continuously operate against the use of newspapers.

The newspaper which maintains a flat rate and proves its circulation, offers to practically every advertiser a certain and quick profit. Advertisers are finding their way into the columns of such newspapers with surprising rapidity.

Head Office
516
St. Lawrence
Eagle Bldg.
MONTREAL
Subscription
Price
$3.00
Per Annum

THE
Jewish Daily Eagle

THE ONLY JEWISH DAILY IN THE ENTIRE DOMINION OF CANADA

THE EAGLE

REACHES ALMOST EVERY HOUSE WHERE JEWS RESIDE

Branch Office
113
Queen Street
West
TORONTO
Moderate
Rates for
Advertising

THE EAGLE REACHES A MOST DESIRABLE CLASS OF BUYERS WHICH COULD NOT BE REACHED THROUGH ANY OTHER NEWSPAPER THEREFORE AS AN ADVERTISING MEDIUM IS UNSURPASSED AND STANDS UNIQUE IN ITS CLASS. FOR SPECIAL RATES APPLY HEAD OFFICE, MONTREAL

THE LIVEST PAPER IN A LIVE TOWN

You can talk with conviction to the prosperous and intelligent residents of Edmonton and District and achieve splendid results by using the advertising columns of the

EDMONTON JOURNAL

THE JOURNAL leads its field not only in circulation, but in news and amount of advertising carried.

Sworn Circulation 14,625 copies Daily.

Your Spring Advertising Campaign should start with our next issue.

Canadian Newspapers, Limited—Journal Branch

M. R. JENNINGS,
Editor and General Manager

JOHN MacLAREN.
Business Manager

East. Representative: E. J. Guy, 65 Canada Life Bldg., King St. W., Toronto

A newspaper which offers no rebates whatever, and which treats all advertisers alike, makes it easy for advertisers to do business with it. If it has no other rate than the

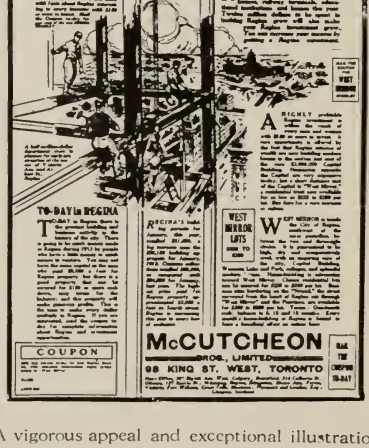
An interesting tale and pictorially excellent

flat rate, it has no quarrels with its advertisers and no adjustments or readjustments to make. Its solicitors can devote a few pleasant hours each day in sweet communion with advertisers, demonstrating the worth of the paper. They need devote no time whatever to the question of price, because that is no subject for argument when you have a flat rate.

I have found in my experience that the price rarely sells anything. It is the worth of the article which has to be demonstrated to the purchaser. Most successful products on the market to-day are those selling at a fixed price, which give generous profit to the producer. As soon as there is an uncertainty about the price of anything, there is an uncertainty as to whether you dare buy it.

I know of newspapers where half the time of the advertising manager is devoted to patching up quarrels and differences with advertisers, or in bringing back to its columns advertisers who have been driven out because of difference in rates.

When there is no opportunity for a difference in rate, the entire energies of the soliciting force may be directed in proper channels. Every newspaper which maintains a fair, flat rate and opens its circulation books to advertisers will



A vigorous appeal and exceptional illustration

have no difficulty in making a tremendous success in any community.

AN INDEPENDENT PAPER FOR A PROGRESSIVE PEOPLE

The Daily Standard

Is the oldest established daily newspaper in Saskatchewan. Other claims to this distinction are false. The Standard is the only independent daily newspaper in Saskatchewan, and, therefor, appeals to a class of readers that cannot be reached by the party organs.

The Standard is firmly established in the Saskatchewan field, having a list of over 5,000 paid in advance subscribers, **obtained without aid of premiums, canvassers, or any inducement except the quality of the paper, and the desire of the people to read it.**

Rate cards and further information on request.

THE STANDARD PUBLISHERS, LIMITED
Regina, Sask.

THE MUSIC OF THE ELECTRIC RIVETER

Impressions of the West by Karl Schmidt

(*Concluded from last issue*)

As you enter Strathcona station, South Edmonton, with its clanging engines and unending rows of cars, you are reminded of the prediction that Edmonton will be the St. Louis of the North. It is a great railway centre. The City is situated on three transcontinental railroads, with a fourth transcontinental chartered and ready for early construction. There are thirteen railway outlets, with half as many more outlets planned in all directions. Some roads from the United States are building this way from the South. Several lines are to be built into the great Peace River Country to the north, which will cause a development of Edmonton similar to the growth of Seattle, which city fairly bounded forward when the Yukon was attracting the hardy men of the world. Edmonton will be the City of Entry to the great Peace River Empire of the north with its fabulous wealth of stream, forest, field and mine.

From Strathcona, passing through the wide, winding valley of the Saskatchewan, you gaze up at the bustling city on the hill and are reminded of Seattle. The great white-domed and white-pillared buildings stand out against a cheerful blue sky and invite you and your ambition to rise. Your motor car has spiralled its way up the tortuous hill; and, at the brow of the incline, you look back into the void, the scene rivals Tacoma's most picturesque view. Below, in miniature, are the houses, river, Parliament buildings, bridges, schools, University buildings, and all the several parts of a picture denoting progress. A few minutes later in making the bend in Jaspar Avenue it would be easy to believe that you were on Main Street, Winnipeg. Huge business blocks of grey stone, modern store fronts and imposing banks fronted by colossal stone pillars impress you with the substantial nature of Edmonton's principal business street. Each great stone-walled business block stands for achievement, and each great steel frame rising next to the new business block typifies ambition. No sooner do they put up a big business block in Edmonton, than a short time later a new building is started to eclipse the older one in size and cost. That is the Edmonton way.

And so the visitor feels the thrill of western prosperity in the hum of the riveter in these western cities.

Million-dollar hotels are rising where once was vacant land. New railway stations are on the spot you could have bought for a song a few years ago. In the morning you are awakened by the matin song of the riveter at work on a new department store. During lunch the music of the riveter drifts in from the tenth story of

SPEAK IN FIVE LANGUAGES

You can do it if you will let us help you. Send your advertising copy to us in English and we will translate it, free of charge, and insert your announcement in five different publications. You can reach the buying public in Western Canada in no other way.

WRITE FOR PARTICULARS

West Canada Publishing Co., Limited
WINNIPEG - - - CANADA
The Most Cosmopolitan Publishing House in the World

For Eastern Canadian and American manufacturers there does not exist on this continent a better or more profitable field in which to market their goods than

THE CITY OF VANCOUVER and THE PROVINCE OF BRITISH COLUMBIA

That of course is in *this* year of 1913. What it will be ten or fifteen years hence is quite removed from the region of surmise because then, and likely long before then, this coast will be producing all that we now have to import. But now the field is ripe and open to almost everything the East can manufacture.

THE SUN

A morning paper published in Vancouver every week day during the year is sold to

100,000 SUBSCRIBERS) DAILY
121,000 READERS)

21,000 and over individual Subscribers daily

IT IS GROWING—Like everything else in the West.

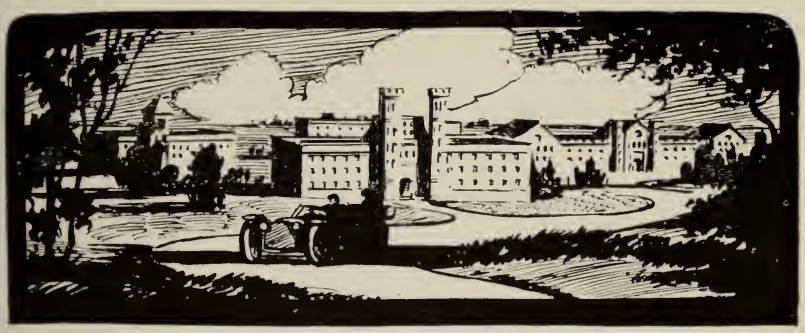
Published in Vancouver, B.C., every week day by

The Burrard Publishing Company, Limited

Eastern Canada Representative
EDGAR J. GUY, - CANADA LIFE BUILDING, - TORONTO, ONTARIO

a new business block; and even on rare occasions at night, when work is being rushed, you are liable to be lulled to sleep by a berceuse of the riveter. It is music of which you never tire, for it is the stirring music of prosperity and progress that makes us all glad.

Building is expanding the area of each city, and land values are increasing. Investments in good, close-in property are good—but be sure you know what and where the property is. If your investment is extensive take a trip out and see your prospective purchase. If your



investment is but a few lots be sure you are dealing with a reliable firm. One of the largest realty firms has safeguarded the investor by writing in each agreement of purchase a guarantee as to the direction and distance from the post office, taken as the city centre; and giving also a written guarantee as to the topography of the property. When you purchase with a written guarantee like this you know what and where you are buying. If all real estate firms were required to incorporate such a guarantee in the agreement of purchase, the "wild catter" would have to seek other fields.

There is much work for the publicity man in the West. There is so much to write about, and things happen so rapidly that it keeps the writer hustling to keep abreast of development. There is literature to get out and articles to write for newspapers and magazines all over the world clamoring for news about Canada. People of all climes want to learn about the great West. The facile pens of Cy. Warman, James Oliver Curwood, Rex Croasdale, August Wolf, Norman Lambert, Don Tuck, Bruce Campbell, Walter Gunn and many other talented writers are spreading the fame of the West.

Up in Edmonton they are lucky to have August Wolf, the Prince of Publicity Men. Mr. Wolf is a genial, smiling optimist, who could furnish sunshine for Alberta, if the sun should take a day off, but it hardly seems necessary, for the sun always appears as advertised.

Oliver M. Holmes turned his

HAMILTON NEWSPAPER UNION LIST

is composed of country newspapers with a genuine subscription circulation.

□

More than 75 per cent. of all the newspapers in Canada are Country Weeklies.

□

No advertising proposition can stand beside continuous space in the Local Publications when country people are to be reached.

□

Country trade is valuable, and sticks. It is useless trying to capture it except through the Local Weekly.

□

The largest and most successful advertisers invariably use our list of Country Weeklies.

□

Sworn Circulation for 1912, 2,389,764

Weekly Average, 45,957

Hamilton Newspaper Union
Hamilton, Canada

THE CANADIAN COURIER

has issued a sworn statement of circulation for the twelve months ending December 31, 1912, a copy of which may be had on request.

This statement shows that the CANADIAN COURIER has more than

28,000
SWORN CIRCULATION

over 96% of which is net paid. Our sworn figures do not include unsold or returned copies.

You cannot doubt the outstanding advertising value this large circulation offers. If you will give the CANADIAN COURIER the consideration its merits warrant, you will surely take advantage of the opportunity open to you in this journal for effective advertising.

Enquire of us or any advertising agent for particulars as to rates, etc.

THE
CANADIAN COURIER
The National Weekly
TORONTO - CANADA

middle initial upside down, thinly disguising the fact that he is another Oliver Wendell Holmes in literary ability. Mr. Holmes got the divine afflatus in Winnipeg, during the early days, and now he is down in Great Falls, Montana, writing throbbing facts about that great and growing city.

You hear the penetrating symphonies of the electric riveter over a vast expanse of western territory; so vast that many publicity men are busy composing new music for this most tuneful instrument of progress.

* * *

A broad-minded man is seldom chesty.

RECENT ADS.—GOOD AND OTHERWISE

By The Captious Critic

THE ad. of the Twin City Tractor, reproduced from a Western farm paper, is a good instance of a case where a large amount of space given to illustration does not detract from the value of the ad. The drawing, although it loses somewhat in the reproduction, is excellent, and the appeal to the farmer on the economical working basis is both concise and convincing.

One Man
FOR THIS BIG WORK
Think of it—Pulling 10 Plows, a Soil Packer, a Harrow and Seeder—thus Plowing, Packing, Harrowing and Seeding in one operation, a strip of ground 12 feet wide
With a Caddy Steering Device this entire outfit was operated by One Man and An Engineer.
Fifteen Hundred acres were put in with one of these outfits last spring by Johnson Bros. of Cavalier, N. D.— do the same thing yourself this spring. This can be done only with the power and reliability of
Twin City Tractors
Built in two sizes—25 and 40 Tractive Horsepower
They have stood the tests of the heaviest work ever done by a tractor engine where every other machine has tired and failed.
Get the records Twin City Tractors made in 1912.
Minneapolis Steel and Machinery Co.
MINNEAPOLIS, MINN.
Write for Catalog No. 10

"One man for this big work."

Here's a mighty good caption following directly after the drawing of the machine, showing how plowing, packing, harrowing and seeding can be accomplished in one operation if this particular tractor is used. There is just enough matter in the ad. to make any up-to-date farmer hungry to possess just such a labour-saver as this, and although doubtless our big Canadian implement houses can produce just as good a tractor, yet I have not been fortunate enough to see any of their advertising which is quite as forceful as this.

* * *

There are occasions when humour has a certain place and value in advertising, but surely the attempt

A Help or a Hindrance ?

EVERY letter head, every envelope, every folder, booklet or catalogue that is sent out from your office exerts an influence for or against your business

Whether your commercial literature is a help or hindrance depends mostly on where it is printed.

Have it "Acton-printed." That will insure its getting a good reception and exerting a powerful influence towards sales of your goods. "Acton-printed" means clean-cut, business-like, attractive.

Acton Publishing Co., Limited

TORONTO MONTREAL

to get the attention of the reader by means of "humorous" illustration has reached the limit in the Parmelee Wrench ad. reproduced.

Any old man who is so shy of a meal as to find it necessary to chew

"Toothless Wonder"
Don't worry! The old man won't hurt the "Pup." He has no teeth but his grip is POSITIVE.
The PARMELEE PIPE WRENCH has no teeth. It's built on old nature's principle. It won't even scratch—yet its grip is everlasting.
Ask About It
PARMELEE WRENCH CO.
25 West Monroe Street, CHICAGO, ILLINOIS

up the very sportive looking bull pup's cheek, must surely be in a bad way. I am thinking that if I were in such close proximity with those teeth, and that dog, that I would at least see to it that the full length of the chain had been stretched before I came any nearer.

Luckily these freak specimens of advertising are getting fewer year by year, but we still come across them in sufficient numbers to warrant our calling attention to this abuse of good white space.

The Parmelee Pipe Wrench might be the finest thing yet, but if I were in the market for one of those articles, I am quite sure that this kind of advertising would not convince me in the least.

* * *

The writers of Automobile copy have been racking their brains for some time past to get some new angle for the advertising of their products, and I certainly think that the Keeton People have hit very successfully on a new line of talk.

"This Motor Car advertisement is as unusual as the car it advertises," and the reason it is unusual lies in the fact that this concern has dared to leave the beaten

This motor car advertisement is as *unusual* as the car it advertises
Keeton Motors, Limited
Brantford, Canada.
KEETON
Six Cylinder Motor Cars (*French Type*)

track, and drop all superlatives in their copy.

Possibly fault might be found that these people put themselves on a pedestal, and generally speaking insinuate that every other

THE WAY THE WIND BLOWS

The Kingston Standard

Is quoted oftener than any other small daily in Ontario. ¶ An advertising campaign with a paper that is read with care is sure to pay.

RATES ON APPLICATION

THE STANDARD PUBLISHING CO.
KINGSTON, ONTARIO

HAVE YOU ANYTHING TO SELL IN HAMILTON?

There is a salesman at your service visiting over 24,000 homes each night. That salesman is

The Hamilton Spectator

The Spectator is the favourite paper of classified advertisers, the Real Estate Interests, the large departmental stores and foreign advertisers. Concentrate your buying of space. Invest your money with a winning salesman.

SPECTATOR PRINTING CO., LIMITED - HAMILTON, ONT.

motor concern sell their product by indulging in descriptions they cannot substantiate, but at all events, they go on to give some excellent reasons why their car is superior. The language of the ad. is moderate, restrained, dignified and convincing; the illustration remarkably good, and the typography all that could be desired.

Keetons of Brantford are to be congratulated.

* * *

Is this 1913 or 1319?

The Captious Critic remembers seeing pictures of American loco-

THE GRAND TRUNK RAILWAY

PASSENGER TRAINS

The following is the time at which passenger trains call at Acton

GOING EAST		GOING WEST	
No. 4	6.22 a.m.	No. 17	12.27 a.m.
No. 8	9.00 a.m.	No. 1	8.17 a.m.
No. 6	11.24 a.m.	No. 3	10.30 a.m.
No. 14	3. 5 p.m.	No. 5	2.25 p.m.
No. 2	6.28 p.m.	No. 7	5.14 p.m.
No. 10	8.48 p.m.	No. 9	8.23 p.m.

motives just like this when he was a little boy, and that sure was a few years ago. I am not going to let you into the secret where this remarkable specimen of modern advertising was clipped from, but it wasn't 100 miles from Toronto.

It looks to me as if this plate had been running T. F. for some years. If I had occasion to visit this burg, I should be very dubious to banking on the accuracy of the time table. Canadian railroads, as a rule, are in the forefront with bright convincing copy, but somebody is surely at fault when such pre-historic peeps as the one reproduced are allowed to appear, and this so recently as Feb. 20th. Note the length of time the cut has been used so that letters are broken and missing, note the dear old pigeon coop on the boiler of the engine and the antiquated tender and coaches. But perhaps this is a little free advertising given in return for the excellent train service given by a wealthy corporation to this burg; if so, our remarks do not carry equal weight, as they would do if the space was worth at least 10 cents per inch.

* * *

I notice in several cities that publishers are just now putting

The Landlady Says

Yes, you may have the room. The advertisement appeared in the Free Press for the first time this morning, and at least thirty have phoned asking when they might see the room. You are the "early bird," however, and the others will have to search through this evening's Free Press for another room. It is quite different from the old days, when I tacked a sign on the door and trusted to luck. The time saved in renting the room pays the cost of the ad.

Phones Main 5494, 5495, 5496. St John 923. Fort Rouge 1771.

forth extra effort to increase the volume of their casual advertising,

(Founded in 1837, and published continuously since 1857 under the name of THE TIMES.)

Hamilton's population will soon be over the 100,000 mark.

THE TIMES

is the only Liberal paper in a busy manufacturing centre. Make your advertising campaign complete by using the columns of THE TIMES. Results will follow. No waste circulation. **Daily and Semi-Weekly.** Get our rates.

TIMES PRINTING CO. LIMITED

HAMILTON, -:- -:- ONTARIO

We have one of the most complete Job and Ticket printing plants in Conada. : : :

THIS magazine has no peer in point of literary excellence and get up, and the fact that our largest advertisers stay with us year after year is proof positive that advertising in THE CANADIAN MAGAZINE does pay.

Ask any reputable agency or write us direct for rates.

SAMPLE COPY MAILED ON REQUEST

The Ontario Publishing Co.
Limited
15 Wellington St. East
Toronto

and in many cases the ads are noteworthy.

Formerly, attention has been directed to the utility of the "want

WANTED—A MAN
He must be a man with the punch!
He must be so full of energy that if he stood still for five minutes he'd explode.
He must be so full of ideas that he germinates them like flies eggs, and yet he must be so careful of his ideas that he hatches them like Ostrich Eggs.
He must be able to take hold of this chair and this desk, and put at least ten per cent. more energy into them right away. And he must be able to get ten per cent. more profit out of them as quickly as possible.
There is a great salary waiting for the man who can fill this job.
Some firm is advertising a position like this almost every day.
And the funny part of it is you are the man they are always looking for—only you don't know it.
You can fill these positions that you see advertised day after day. There isn't any question about it.
All you've got to do is to gear up your energy to a higher speed and make your mind work faster.
There is no limit to what you can do if you will only try.
Now the first measure of whether a man can fill these opportunities or not is whether he keeps looking for these opportunities.
If firms keep advertising good positions for good men every day in the Want Ads of this paper and you don't keep reading these Want Ads, then you don't deserve success. You don't even deserve to stay where you are.
Now turn over to these Help Wanted Ads as fast as you know how, and read every one of them day after day and answer the ones that look good to you. Before you know it you'll be going ahead so fast that the job you're on now will look fussy to you; and your pay envelope will be so fat they will have to make you a member of the firm in order to reduce your salary.
Begin now!
And every time you answer an Ad mention this paper. That will show the people that you are alive to your own opportunities.

ad" by the use of a one inch filler reading, "Want Ads Pay," "Try a Want Ad"—excellent advice, but hardly to be described as convincing.

Recently much larger space is being used up to nine inches by three columns, to foster this desirable business, and excellent illustrations fitting in admirably with the text matter are included in each instance.

Nothing but favourable criticism can be made of the snappy reading matter, the main point driven home being the advisability of scanning the casual ads all the time, and of turning to them and listening to their message bright and early.

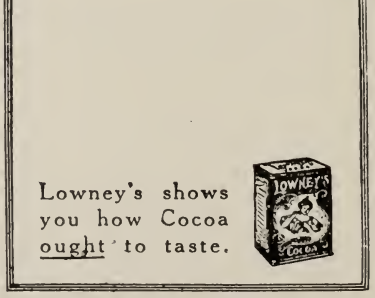
I hope, however, that I won't be considered over-captious if I point out that it is hardly the custom to advertise vacancies for high executive positions in the casual columns of the daily press.

* * *

Lowney's ad reproduced, bears witness at least to one thing—that there is an advertiser in Canada who has got the courage to use an abnormal amount of white space.

It is a moot point whether this advertising is a pure waste of space, or whether it has any really intrinsic value. Possibly because of its position on the page in which it appeared it caught the Captious Critic's eye, for any relief from a page of grey matter, whether black or white, would have this effect.

This is a very bold sample of white space buying, and we would



like to hear from the designer of this copy, as to what his reasons are for utilizing space in this manner.

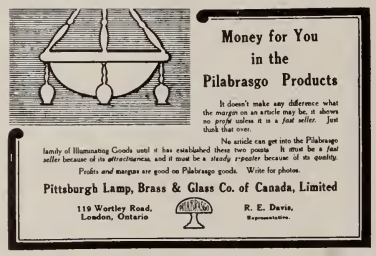
As we understand it, it contravenes all existing ideas of good advertising copy. If these people

wanted to use an inordinate amount of white space, why did not they place the can at the top left hand corner and leave the short reading matter at the bottom right hand corner. Possibly they concluded that the unusual lay-out would attract sufficient attention to warrant the apparent waste, and we are inclined to think that they have been quite successful in their efforts.

THE RELATION OF TRADE PAPER ADVERTISING TO A CONSUMER CAMPAIGN

By James J. Lorriman, Manager, "Hardware and Metal."

ANY advertiser of goods which are or can be marketed through the retail trade, loses in efficiency, if he neglects the publications reaching


Money for You
in the
Pilabrasgo Products
It doesn't make any difference what the margin on an article may be, it shows no profit unless it is a fast seller. Just think that over.
No article can get into the Pilabrasgo family of Illuminating Goods until it has established these two points. It must be a fast seller because of its attractiveness, and it must be a steady repeater because of its quality.
Profits and margins are good on Pilabrasgo goods. Write for photos.
Pittsburgh Lamp, Brass & Glass Co. of Canada, Limited
119 Wortley Road, London, Ontario
R. E. Davis, Representative.

A logical appeal to the dealer's money-making instinct

the retailers whom he counts upon, to distribute his goods.

And this loss in efficiency will be entirely out of proportion to the saving he will effect by keeping the trade papers off this list.

COMPULSION OR PRESUASION?

In their attitude towards th retailer, advertisers are called upon to choose between the two policies of compulsion or persuasion. They want the dealer's orders and re-orders. Which of these two methods is most likely to secure them?

A few years ago, it was customary for a certain class of advertising solicitors, to promptly dismiss the dealer problem, with the statement "Create a demand from consumers, and the dealer will *have* to stock your goods."

That is what might be called the "compulsion" policy, and it is fizzling out, as any policy deserved which so grossly underrated the

A trade ad. in half page space. Excellent example of liberal use of black ink.

intelligence and ability of the retailer.

An instance came to my attention, just the other day, when an advertiser bewailed the loss of $7,000 spent in an absolutely

futile bill posting campaign, last year.

This advertiser was about to market a household article, in competition with two or three products which had been strongly entrenched with the trade, through many years of good advertising.

A solicitor visited the advertiser and mapped out a bill posting campaign to cost every cent of the appropriation which had been set aside for promoting sales.

"But will these ornate posters bring orders from the retailers?" the advertiser asked.

"Oh, the thing is to create the demand," replied the plausible solicitor, "and then the retailer will be compelled to buy from you."

But it didn't work out that way.

The posters appeared, in due course, and many friends of the advertiser told him they thought it was great advertising—though they admitted they hadn't bought any of his product as a result, and hadn't seen it in any of the stores.

Others told him that they had asked for his goods, but their dealers didn't have them in stock, and sold them another line.

The campaign fell flat, because only a few dealers could be induced to stock the goods. The interest of a large body of consumers had been aroused but no provision had been made for distribution, and it is by no means a difficult matter for a retailer with any selling ability to dispose of the line he has in stock, even when he is asked for a similar product bearing a different name.

This is what some advertising men would call "substitution." But, if it is substitution, it is also salesmanship, and the retail merchant depends upon salesmanship for his bread and butter.

It's the most extensively advertised varnish label—
BERRY BROTHERS' CELEBRATED
TRADE MARK
VARNISHES
But that's not the only reason why you should handle it.
It's a mighty good reason. We believe in a well advertised reputation. We believe in making our label so well known that it will be instantly recognized by every one who sees it on your shelves.
But advertised reputation alone doesn't make a permanent varnish success.
Back of it must be the solid honesty of good quality, uniformity and reliability.
So these are additional reasons why you should handle the Berry Brothers' label.
But there's still another—
A new one you may not have heard of before.
It's our new selling plan, by which you can make more profit than you have ever made before in your varnish business.
Write us to-day for particulars.
BERRY BROTHERS
LIMITED
The World's Largest Varnish Makers
WALKERVILLE, ONT.

This advertisement shows how consumer and trade paper advertising may be co-ordinated

DEVELOPMENT OF THE "PERSUASION" POLICY

The fact that substitution was possible, proved that the retailer was a power to be reckoned with.

It did not take thoughtful advertising men very long to conclude that it was much better to have the retailer pulling with them, than against them.

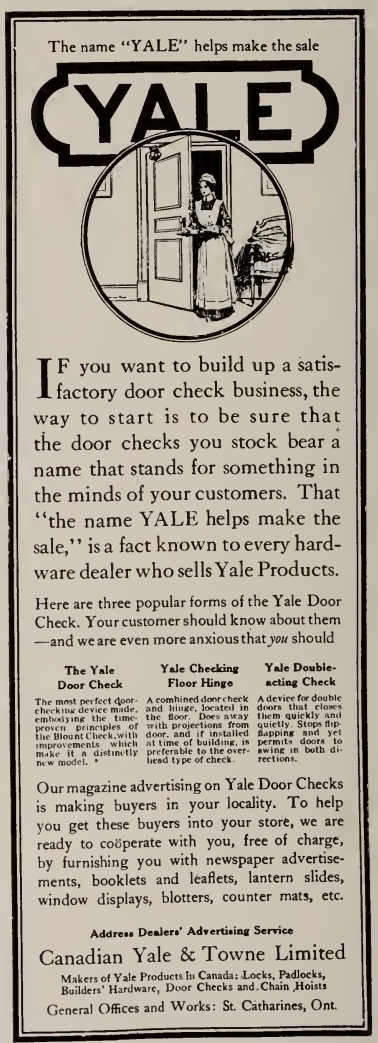
And so, there has been a decided tendency of late, on the part of large national advertisers, to link

TRADE Gillette MARK
KNOWN THE WORLD OVER
Always Choose "FIRSTS" as Your Leaders
¶ "Second-bests" are mighty poor affairs on which to lavish time and thought and display space. They lower a dealer's prestige and quickly establish for his store a "second-best" reputation.
¶ A constantly increasing percentage of Canadians want "firsts," and are willing to pay the extra price for them, because they realize that, even at the increased price, "firsts" are better value
¶ This is particularly true in the case of razors.
¶ From the time the GILLETTE Safety Razor was put on the market, it has had no serious rival as "first"—though it has had plenty of imitators. Time and use have emphasized its supremacy, and the GILLETTE stands to-day as unquestionably the leader.
¶ To feature one of the "second-bests" is to attempt to sell a razor which nearly every man knows is not the best—a razor whose deficiencies will be remembered long after its low prices is forgotten—a razor which will not make friends or customers for you.
¶ But when you recommend the GILLETTE you find the customer convinced instead of skeptical. You easily make a sale that is worth while in the matter of immediate profit, and even more advantageous in the customer's certain satisfaction and in his regular returns to your store for blades
¶ When you expend your best in store space, window display and salesmanship, be sure you are not wasting it on "second-bests." Concentrate on goods of the quality of the GILLETTE—IT PAYS
Gillette Safety Razor Company of Canada, Limited
Office and Factory The New Gillette Bldg., Montreal

A new and effective argument for selling quality goods

up their consumer advertising with good strong copy in the trade papers, taking the dealer into their confidence, as to their publicity laws, and showing him how he can make money, by taking advantage of their efforts to create a demand.

For the dealer is a business man and he is mightily influenced by the mercenary aspect of any proposition that is laid before him. He will sell the goods that make profit and reputation for him, and he doesn't overlook the fact that large immediate profits are not


The name "YALE" helps make the sale
YALE
IF you want to build up a satisfactory door check business, the way to start is to be sure that the door checks you stock bear a name that stands for something in the minds of your customers. That "the name YALE helps make the sale," is a fact known to every hardware dealer who sells Yale Products.
Here are three popular forms of the Yale Door Check. Your customer should know about them —and we are even more anxious that you should
The Yale Door Check
The most perfect door-checking device made, embodying the time-proven principles of the Blount Check, with improvements which make it a distinctly new model.
Yale Checking Floor Hinge
A combined door check and hinge, located in the floor. Does away with projections from door, and if installed at time of building, is preferable to the overhead type of check.
Yale Double-acting Check
A device for double doors that closes them quickly and quietly. Stops flapping and yet permits doors to swing in both directions.
Our magazine advertising on Yale Door Checks is making buyers in your locality. To help you get these buyers into your store, we are ready to coöperate with you, free of charge, by furnishing you with newspaper advertisements, booklets and leaflets, lantern slides, window displays, blotters, counter mats, etc.
Address Dealers' Advertising Service
Canadian Yale & Towne Limited
Makers of Yale Products in Canada: Locks, Padlocks, Builders' Hardware, Door Checks and Chain Hoists
General Offices and Works: St. Catharines, Ont.

A good sample of making general publicity a selling argument to the dealer

always associated with the quality that builds reputation.

TRADE PAPER CAMPAIGNS NOT COSTLY

Canada is well served with trade papers, and the leading Canadian publications in their respective fields will compare favourably with the best in the world.

Moreover, the leading trade papers in Canada cover the Canadian trade very completely. They are read by practically every worth-while dealer in the Dominion.

And the cost of an effective trade paper campaign is very small, in comparison with the whole appropriation. A thousand dollars spent in a trade paper that is known to have the confidence of nearly the entire trade in Canada would create a profound impression. Yet, it would be only 4 per cent. of a $25,000 appropriation, and such appropriations are not so rare in Canada, as they were five years ago.

When trade paper advertising can greatly increase the efficiency of a campaign without materially adding to its cost, does it not look like good business to employ the trade paper so as to develop a distribution which will be able to satisfy the consumer demand?

WHAT'S DOING AT THE AD. CLUBS

EDMONTON

A splendid "get-together" luncheon was held on February 12, and the affair was so successful that it is probable the luncheons will become the regular order of business for the club's meetings.

The Edmonton bunch have a splendid list of "objects," defined as follows:

1. The scientific study of advertising in a sincere effort to promote its best interests. 2. The widening and amalgamation of advertising circles, bringing them into closer and better understood relationships. 3. The protection of the business men of Edmonton against all forms of fake advertising or against advertising schemes of doubtful merit. 4. Acquiring a better knowledge of the city and its surroundings, to the end that every member may more intelligently answer inquiries. 5. Creating a broader and closer acquaintance among its members,and fostering a feeling of optimism and goodfellowship. 6. Supporting and aiding, without conflicting with or overlapping, the work of all organized publicity or industrial bodies now existing.

* * *

PETERBORO

The Ad. Club are to be congratulated on the success attending the introduction of noon-day luncheons in place of evening meetings as previously held.

The idea may well be copied in cities of the size of Peterboro, where nearly every business man lives sufficiently near to his office to go home for the midday meal,

and certainly proves that a little energy and enthusiasm are all that is required to make such gatherings a success.

* * *

TORONTO

The first of a series of lantern lectures prepared by the Educational Committee of the Associated Ad. Clubs and written by Gerald B. Wadsworth, was read by Frank H. Rowe at the weekly luncheon on March 11th. Adam Smith operated the lantern. Mr. Wadsworth is well known as the author of "Principles and Practice of Advertising," and is one of the shining lights in the profession.

The lecture, illustrated by numerous slides reproducing familiar advertisements that emphasized the points made, was very well received.

* * *

The second lantern lecture by Herbert S. Houston, of the well known firm of Doubleday, Page & Co.,was read by Frank H. Rowe, Adam Smith again operating the lantern. There are few more prominent men in the Ad. Club movement than Mr. Houston, and his talk on the new application of advertising was both interesting and inspiring.

Among other features he discussed, The Advertising of Advertising, The Big Corporations in Paid Advertising, The Express Companies, Co-operative Advertising, The Advertising of Charities, Politics as a Field for Advertising, and the Advertising of Cities.

A. B. Farmer, of the Sheldon School, delivered his well known address at the weekly luncheon on March 18th, the subject being "Character Analysis." The address was very well received, and proved to be a thoughtful and interesting analysis of the subject.

* * *

Robt. M. Hawk, of Robins, Limited, Toronto, spoke on April 1st, on "The Training of Salesmen." Himself a salesmanager, and a successful man, he was able to illustrate his points from experience, which rendered them all the more effective. He showed conclusively that trained salesmen produce a much heavier percentage of results than untrained men. "One hundred per cent. efficiency," is the modern ideal, and is the outstanding word nowadays, in the advertising world.

REACHING THE RIGHT PEOPLE

By Arthur Chadwick—Dealing with the Distribution Through the Post of Financial Advertising Matter

DISTRIBUTION through the post, of prospectuses, reports, etc., is a very important part of nearly every financial advertising campaign. It often involves, owing to the method, or rather lack of method, with which it is carried out, a tremendous amount of waste.

Financial advertising matter is

sent, and repeatedly sent, to people who could not by any chance, in view of their financial situation, be of any use to the advertiser; while a vast number of the kind of people it is most to his advantage to address have no appeal made to them.

How may this wastage be avoided and the profitable field fully cultivated?

Although postal advertising has long since become a vital factor in the publicity schemes of an ever-increasing number of business houses, yet the question indicated above is often somewhat of a problem, especially in what may be called the experimental stages of advertising by post.

Assuming that a definite appropriation has been allotted for a postal campaign and quantities decided upon, the essential point arises, what method shall be adopted with the best chances of obtaining results?

Manufacturers and wholesale firms are, to a great extent, freed from any trouble in the matter, for they would circularize traders in their particular goods, and if the work be entrusted to an agency with complete up-to-date trade lists and registers, can rest assured that in their case "the right people" will be reached, and that the percentage of "returns" will be low.

It is in approaching the public direct that the difficulty arises. Goods that would sell well amongst certain classes of the community would not go down with others—o r instance, an offer that farmers and agriculturists might respond to quite freely would be a failure if offered to, say, medical men, the legal profession, etc. Yet one sometimes finds advertisers who handle their own work carrying it out in the most haphazard style, being apparently content to give it over to junior clerks as a "spare time" occupation. All and sundry are addressed (very often months before the appeal is sent out), with the inevitable result of a most wastefully large number of "returns" and very little else to show for the expense and trouble.

But the greatest difficulty presents itself to firms who market high-class specialties only, and others who from time to time issue separate catalogues or announcements for different classes of goods; to such advertisers the problem of "reaching the right people" is sometimes rather acute, those in a position to buy must be approached, and to scatter catalogues offering expensive jewellery, evening gowns, high-class cigars, and similar articles, amongst residents of houses of a low rental value is sheer waste, and yet it is done daily.

More particularly is it absurd to appeal to people to invest money when it is a thousand to one that they have not a penny to spare after paying current expenses. And yet these can only be eliminated, when it is a question of financial advertising through the post, by a careful survey of the field to be covered—and by a survey that is constantly kept up-to-date.

The only logical plan is to use properly classified lists when going direct to the public, lists that show the varied rentals of property in the districts desired to be covered and which must, naturally, be compiled from actual knowledge.

There are men who have made a special study of the whole question, and who have first hand knowledge of all that is essential in formulating a postal campaign on sound business lines. I claim that these specialists are the best men to cope with the difficulties to which I have referred. Seeing that the services of advertising experts, copy writers, and others, are called for by so many when placing press advertising, I believe that it would be equally advantageous to consult specialists in the art of "reaching the right people" per post. This form of publicity is becoming increasingly important, and should receive as much thought and consideration as press advertising or any other method.

The surveying of the postal field systematically and thoroughly and the revision almost from day to day of the results arrived at, would seem to be eminently a task for someone, or some organization, prepared to make such work his or their entire business.

Except, possibly, in very rare cases the work involved is much too heavy and expensive for any one advertiser to carry out for himself.—*Advertising World.*

THE HAMILTON HERALD

The live up-to-date newspaper of Hamilton prints the news all the time for all the people—non-political.

The People's Popular Paper
The Big Home Paper
The Real City Paper

Read thoroughly by the masses. **Largest paid City Circulation. Original—Fearless—Progressive.**

Advertising rates on application

The Herald Printing Co. of Hamilton, Limited
Hamilton, Canada

MEN AND MEDIA

THE London *Free Press* forward a booklet containing sworn details of circulation by towns and villages, which is at once comprehensive and convincing. Interested advertisers should write for a copy.

* * *

Lyon & Healy, of Chicago, offer a prize of $100.00 for the most striking sketch of a lady seated at one of their pianos. Here's a chance for some budding Canadian artist. The competition closes July 1st.

* * *

Le Temps, Ottawa, the only French daily in Ontario, have installed a new modern press, and commencing March 22nd, will issue an eight page illustrated supplement with each Saturday edition.

* * *

John R. Russeck, formerly with the Baltimore *Journal* and for the past year on the Philadelphia *German Gazette*, has gone to Regina, Sask., to assume the editorial management of the Saskatchewan *Courier*.

* * *

Henri Bourassa was recently the guest of the Toronto Press Club at a dinner. Newton McTavish, speaking in French, tendered a vote of thanks to Mr. Bourassa for addressing the club. President William Banks presided.

* * *

James William Connell, a Hartford newspaper man, has left the *Post* of that city for Calgary, to assume the editorship of a magazine devoted to the promotion of land interests.

* * *

McCutcheon Bros. of 98 King St. West, Toronto, forward a most artistic booklet dealing with their Edmonton properties.

This is particularly interesting from the fact that it is the first booklet produced in Canada on the first installed Huebner-Bleistein Offset Press, and we are assured that the booklet, while reaching a very high standard in quality, has been produced at a remarkable saving in cost as compared with any other process.

Future developments will be looked for with interest.

Stone Limited, Toronto, have installed this new press and handled the job.

* * *

The preliminary meeting held in Toronto for the purpose of organizing a Canadian Pulp and Paper Association was well attended.

A committee was appointed to devise plans and a constitution and to report to a general meeting to be held at Montreal.

It is probable that the headquarters of the Association will be at Montreal.

* * *

With the last number of the present month, the Canadian edition of *Collier's Weekly* will be discontinued, and the issue of May 3rd will appear in an entirely new form. It has been decided

to drop some of the editorial features, which have been prominent for a considerable time, and to include a great deal more fiction.

In addition, the price is to be reduced to the popular figure of five cents. Such radical experiments as these will be watched with interest by well-wishers of this popular weekly magazine.

* * *

What is probably one of the largest, most modern and efficient printing plants east of Montreal is contained in the new *News* Building at Truro, Nova Scotia.

Besides publishing the *Daily News*, *Weekly News* and *Wesleyan*, this progressive firm do a large catalogue, calendar and general jobbing business.

* * *

J. W. Canvin, formerly district passenger agent of the Richelieu & Ontario Navigation Company at Alexandria Bay, has been promoted to the position of advertising agent of the company, with headquarters at Montreal. In addition to having full charge of the publicity department, Mr. Canvin will also have jurisdiction as passenger agent in the Atlantic coast cities and east of New York.

* * *

R. C. Smith, who for twenty-two years has been a member of the staff of *The Toronto Globe*, and for sixteen years has been in charge of the production of *The Christmas Globe*, was on Saturday presented by the directors and staff with a handsome gold watch, upon the occasion of his leaving *The Globe* to become managing director of Ads., Limited, a new advertising corporation, with headquarters in Toronto.

* * *

Publicity House is the name of the new home of the Pilgrim Publicity Association, about to be erected in Boston. It will be eight stories high and of steel and stone construction with an exterior finish of terra cotta, limestone, marble and Roman brick. The third floor of the building will be the home of the Pilgrim Publicity Association and will include besides the executive offices, a library, lounging room, reading and smoking room, committee rooms and cafe or lunch room.

It is the plan of the Association to have the building occupied entirely by individuals or firms engaged in some branch of advertising work and, as the location is central and convenient, there is little doubt that this plan will be carried out. Publicity House will be ready for occupancy the first of October. The total outlay will be about $900,000.

* * *

Elaborate arrangements are being made for the transportation, housing and amusement of the large number of delegates expected to attend the forthcoming convention of the Associated Ad. Clubs at Baltimore in June.

All applications for hotel reservations should be addressed to W. Stran McCurley, as no direct reservations can be made, and all communications re transportation

are having the attention of Norman W. Parrott.

New and novel entertainment features, including a mammoth Advertising Pageant, are promised, the floats in which are to represent nationally-advertised trade marks.

But although Maryland, proverbial for its hospitality, will certainly live up to its reputation, the entertainment features of the Baltimore convention will first of all be made to fit in with the working programme and will in no way interfere with it.

A large attendance of those interested in advertising is assured from England, Canada and several European countries and South American states.

* * *

Fritz Kuhn, senior member of the firm of Kuhn Bros., Ottawa, and a well known former Brockville boy, was dined by the Ottawa Ad. Club and presented with a handsome solid gold locket. He goes to Montreal to become associated with of the McKim Advertising Agency.

* * *

Canadian Farm forward the first issue of *The Canadian Farm Year Book*, for 1913, compiled under the direction of their editorial staff, and it is a complete reference book, library and hand-book for the farmer and stockman. There are authoritative chapters on every phase of farm life, dealing with stock of every description, and all kinds of statistics and advice relating to crops, soils and farm machinery. This cannot fail to be a most valuable asset in every farm home, and it speaks highly of the enterprise of this progressive farm journal.

* * *

The Toronto *Globe*, Western Canada Edition of April 5, is a comprehensive illustrated account of the West of today. Every industry of this wonderful country is depicted pictorially or otherwise, and practically every section received attention. A very gratifying and profitable amount of advertising was carried. We congratulate this leading daily on their enterprise.

* * *

Mr. Truman A. De Weese, director of publicity for the Shredded Wheat Company, Niagara Falls, who has been spending some time in Europe, sailed from Naples for New York on March 7 on the *Berlin*. Mr. De Weese during the winter has visited Paris, Munich, Rome, Naples and towns along the French and Italian Riviera.

* * *

In a young country like ours, trade papers which have been in existence for 25 years are not numerous, and it is with pleasure that we note the excellent twenty-fifth anniversary issue of "The Canadian Druggist."

Wm. J. Dyas, the editor and founder, still holds the reins, and this anniversary number might well be described as a review of the leading drug firms of the country.

The reading matter is interesting and convincing of the possibilities in this particular field, and

the advertising must have gladdened the heart of even such an old ad man as W. J. D.

* * *

Dr. J. A. MacDonald, editor of the Toronto *Globe*, was the guest on March 3rd of the Pilgrim Publicity Association, Boston.

The speaker found his text in a remark that he lately had heard that it is the business of the advertising man to make an advertisement so attractive that it will get the money out of the pocket of the other man and into his. This theory, he said, he believed to be altogether wrong and not in accord with the ideas of America's greatest advertising men. "The duty of every man today is to give service for what he receives. No one should try to take money out of the other man's pocket without giving adequate return. This very idea of the broader outlook—the working for a higher purpose than mere reward—is going to mean a lot to this country. The new note that is being struck all over this republic is that service after all is the greatest thing in life.

* * *

Mr. F. E. Dougall of the Montreal *Witness*, is recovering from a painful illness, and his place has been taken during his absence in hospital by C. Gordon Smith, of the editorial department.

* * *

Mr. J. Sullivan has resigned his position as advertising manager of the Montreal *Witness*. His successor has not yet been appointed.

Index to Advertisers

APRIL, 1913

CALGARY
Herald 18

COBALT
Nugget 18

EDMONTON
Journal 20

HAMILTON
Herald 32
News List 40
Spectator 26
Times 30

KINGSTON
Standard 30

LONDON
Canada Monthly 6
Farmer's Advocate 12
Free Press 18

MONTREAL
Gazette 6
Jewish Eagle 20
Star 2

REGINA
Standard 22

TORONTO
Acton Publishing Co. 28
Canadian Countryman 10
Canadian Courier 26
Canadian Magazine 32
Central Press Agency 14
Globe ..... Outside Back
News 12
Star ..... Inside Front
Telegram ..... Inside Back
Woods-Norris Advertising Agency 4
World 8

VANCOUVER
Sun 24

WINNIPEG
Free Press 16
West Canada Publishing Co. ... 24

Just Watch It

The total, 73,001 readers daily, represents a steady, normal growth of the Toronto Evening Telegram during the 36 years that it has served as Toronto's home paper. It is a no-premium, no-contest, circulation—every copy sold on its merits. The daily average circulation, *right in Toronto*, of 69,574, gives an opportunity for concentration in Toronto not offered by any other daily, either morning or evening. Watch it grow.

THE EVENING TELEGRAM
TORONTO

3789

The above figures represent the average gain in circulation of **The Globe** in March, 1913, over March, 1912.

Circulation 1912, 58,255
" 1913, 62,044

Canada's National Newspaper's

circulation is growing in all parts of the Dominion. Rural Mail Routes are being established in every county in Ontario, and hundreds of farmers are now reading **The Globe** daily, who could not hitherto get a daily paper.

Mr. Business Man:

Do you realize what an opportunity **The Globe's** advertising columns thus open up to you.

Detailed circulation statement mailed upon application.

The Globe
TORONTO

Vol. 6 MAY—1913 No. 5

Economic Advertising

CONTENTS

PAGE

Straight Talks 1

Summer Advertising—Teaching Advertising—Individuality—On to Baltimore—A New Departure—Our Service Bureau.

Safeguarding the Public Against That Greatest of Salesmen—Advertising 11
By Chas. C. Nixon

What the Census Shows 17
By Chas. C. Fee

Is the 'Flat Rate' a Real Benefit? .. 23
By G. B. Perkins

Physicians Do Not Advertise 29

Recent Ads.—Good and Otherwise.. 31
By The Captious Critic

What's Doing at the Ad. Clubs .. 36

Men and Media 39

WOODS-NORRIS LIMITED
PUBLISHERS
MAIL BUILDING, TORONTO, CANADA

THE day for 83,000 people in Toronto and Ontario is closed by reading The Toronto Daily Star—largest circulation of any daily paper in Toronto or Ontario.

The largest English Newspaper circulation (with one exception) in the Dominion of Canada by many thousand

UNITED STATES REPRESENTATIVES:

NEW YORK—Chas. H. Eddy, - Metropolitan Bldg.
CHICAGO—Eddy & Virtue, - - People's Gas Bldg.
BOSTON—C. H. Eddy, - - - 294 Washington St.

Economic Advertising

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.
Condensed Rates, 3 cents a word; Minimum, One Dollar.

Vol. 6. Toronto, May, 1913 No 5

STRAIGHT TALKS

SUMMER ADVERTISING

IT is strange, yet true, that a large number of Canadian advertisers still continue to harbor the fallacy that their advertising should be cut out, or at least curtailed during the summer months—the time of the year that they call the "dull season."

Their argument is that so many people are away at this time at pleasure resorts, camping places or enjoying the pleasures of river, lake or wood that there must be, of necessity, a large falling off in trade, but figures show very conclusively that the largely increased stream of tourists into Canada during recent years has very nearly balanced the exodus of Canadians.

It is a well known fact that people holiday-bent are liberal spenders, but even if it were true that such a dull season does exist, it must be borne in mind that the function of advertising is not only to foster trade when times are busy and the people are ready to buy, but it is of equal value in starting up trade in dull times and in keeping the advertisers' name before a fickle and forgetful public.

The necessities of life, such as food, clothing, etc., are in equal demand in summer as in the winter, in fact there are as many seasonable lines to feature in the hot weather as in the cold.

The man who quits his advertising in June, July and August will inevitably find when he comes back that he has got a big leeway to make up over his competitor who has been keeping everlastingly at it.

Another point in favor of summer advertising is that people at this time do not work so hard, they have more time for reading and the daily newspaper follows them from the cities to their holiday haunts.

The Acid Test

After all, in any advertising campaign it's *Results* that count, and the *acid test* of a medium's value is the opinion of leading advertisers based upon many years of intimate acquaintance.

Applying this infallible test to the FAMILY HERALD AND WEEKLY STAR, consider the following letter:

> "We are pleased to inform you that as a medium for making known to the good people of Canada the merits of our high-grade washing machines, the *Family Herald and Weekly Star* stands first. In fact we consider it the 'backbone' of our advertising campaign. We have been surprised at the promptness with which it brings results. We trace the results from our extensive advertising very carefully and systematically, and almost before we ourselves learn that an issue of the *Family Herald and Weekly Star* containing a new ad. is off the press, enquiries from it begin to come in. And not only does your paper bring inquiries promptly, but also from large numbers and from nearly all over the Dominion. As we have been placing advertising with you for many years, we are well qualified to form an opinion of the value of your medium, and desire that you should know of our appreciation of it."
>
> (Signed) NINETEEN HUNDRED WASHER CO., TORONTO.

This is not an isolated case, but merely one of hundreds of endorsements, equally as strong, received in the day's work.

Write for detailed circulation statement showing distribution of the *Family Herald and Weekly Star* in the rural communities of every province of Canada.

ADVERTISING MANAGER

Family Herald and Weekly Star

MONTREAL, CANADA

And because they have more time for reading, they have more time for reading advertising.

It is not too much to say that newspapers have an added value in the summer months.

Then, too, the discontinuing of your advertising tends to break up the house wife's buying habits. She has been accustomed to be reminded of your goods by your regular announcement, and if its continuity is broken, the chances are she will switch over to another store or another line of merchandise.

We venture to think, too, that the average person at a time when his or her mind is not occupied with business or household worries pays more attention to the ads. in the magazines and newspapers—again a case of added value.

Many more reasons might be adduced why it pays not to break the continuity of your advertising.

Keep it up all the time. Back your advertising with good goods and first-class service and you will surely be rewarded with a splendid increase in sales and the renewed good will of the public.

TEACHING ADVERTISING

TO what extent should advertising be taught in our schools and colleges? This is a question that is surely of interest to every advertising man.

There is, we think, very much connected with the science of advertising which could be taught in our schools with profit, if for no other reason than that an insight into the construction of advertisements would tend to develop the analytical and reasoning faculties of the scholar.

Outside the commercial colleges and Y.M.C.A's nothing, so far, has been done in Canada along these lines.

But in the United States chairs of advertising have been established in several universities, and the subject is included in the curriculum of many schools and colleges.

But a very real problem occurs at the outset.

The brainiest scholars seldom have the faculty of imparting their knowledge—they frequently make the very poorest kind of masters—and there is danger to advertising and its good practice should the teaching get into the hands of unqualified and inexperienced men.

We make this point because it is difficult to conceive that the real brains of the profession could be induced to spare the time to give their services.

Professor R. S. Butler, in a recent able article in discussing just what advertising instruction could be given in our schools and colleges asks three pertinent questions—

CANADA MONTHLY

Same Shape As Literary Digest August 1

OFFERS every advertiser position next reading matter. This change is logical, and simply discounts the increasing trend towards the "flat" form of magazine. The advantages to reader, advertiser and publisher are too numerous to mention in this space, but it isn't likely that anyone has tried to convince you that the "flat" page is less efficient for the advertiser.

Beginning with August, we shall publish CANADA MONTHLY as a "flat" magazine, 9-1/4 in. x 12 in. in size. Type Page 10 in. x 3 columns

WE will continue our home paid-in-advance-circulation policy, We can use plates, either standard newspaper column width or standard magazine size cuts.

Our rate is 13½ cents per agate line flat.

Our last form closes on the 18th of the month preceding issue.

IF you want the advantage of advertising space next reading matter, in the most progressive magazine of Canada—the one that leads—the one Western Canada reads—the only "flat" general monthly magazine in Canada—send your copy and cuts to

J. B. MONTGOMERY
Advertising Director CANADA MONTHLY
Mail Building, Toronto

1. What can be taught in advertising?
2. What should be the method of presentation of the things that can be taught?
3. What can be done to increase the efficiency, and to insure the proper training of teachers of advertising?

There is much necessary information that a student could glean about advertising without the necessity of passing through a practical experience of its workings. For instance, three things at least could profitably be dealt with—the principles of advertising, the principles of appeal and response, and the mechanics of advertising.

Mr. Butler's attempt to solve the question as to what qualifications a teacher of advertising should possess makes interesting reading.

The ad. tutor should have experience in teaching, a trained mind capable of digging deep into problems and taking impressions quickly; an intense interest in merchandising problems and lastly the business man's point of view.

Practical experience would, of course, be valuable, but not absolutely essential, but the movement would receive the greatest impetus if the leaders of the ad. clubs in Canada and those otherwise interested in better advertising would take up the matter and give it their moral and material support.

Such a course of instruction can be productive of nothing but good.

INDIVIDUALITY

IN every walk of life a man's personality or individuality if you like it better, advertises himself, and individuality in advertising has a value which cannot be over-estimated. In the layout and setting of ads. lies the secret of the successes which have been made by firms who have introduced individuality into their copy.

In any newspaper or magazine we may pick up and on any street car card or bill board that meets the eye, there is always something which rivets the attention because of its individuality.

Many of our most successful advertisers use the same style of type in all their ads., many use distinctive name plates while in others the individuality of the advertiser is emphasized by a striking layout or consistent illustration. All these methods of attracting attention are good, but care should be taken that ease in reading should be a first consideration and anything in the way of freak design, involved lettering, or unrelating border should be avoided.

* * *

The only thing I want to know from you is, "Can you fight?" If you can, it is only a question of time before you will connect with a live opportunity.—*Don E. Mowry.*

Advertise

WHERE THERE'S MONEY TO SPEND

THE FARMER'S MAGAZINE

reaches the big farmers in each province—those who are extensive purchasers of high-grade lines.

That FARMER'S pulls good results is proven by the increased advertising patronage each issue shows over that of a year ago.

QUALITY OF ADVERTISING

The large amount of keyed advertising and the high quality of advertising carried proves that we reach the farmers who can and do spend their money on the right goods.

Note the following lines advertised in the Magazine. The majority of these appear in FARMER'S season after season:—

Sherwin-Williams Paints
Kellogg Telephones
Good Cheer Furnaces
Monarch Knit Sweater Coats
Old Dutch Cleanser
Prince Albert Tobacco
Big Ben Alarm Clocks
Fairy Soap
Newcombe Pianos
Ryrie Bros., Watches
Berry Bros., Varnishes
Sovereign Hot Water System
Independent Telephones
Comfort Soap
Eastman Kodaks
Sherlock Manning Pianos
Kelsey Furnaces
Nordheimer Pianos
Velvet Tobacco
Gillett Safety Razors
Columbia Phonographs
Hecla Furnaces
Hupp Motor Cars
R. R. Dingwall, Silverware

Commencing with the May issue FARMER'S will appear in larger size, permitting advertising to be placed alongside reading matter. The pages will be three Magazine columns wide.

SAMPLE COPY AND RATES WILL BE SENT ON APPLICATION

The Maclean Publishing Co., Limited

143-149 University Avenue, Toronto, Ont., Canada

"ON TO BALTIMORE"

JUNE 8th will see the opening of what promises to be easily the most notable and largest convention of advertising men that has ever gathered together for discussion of advertising problems and for the elimination of existing abuses.

Splendid support has been promised the Baltimore Club from every ad. club in the United States and Canada whilst a large number of business men are also planning to be present from the Latin American nations of South America, and from several European countries and Great Britain strong delegations are assured.

Undoubtedly a feature of the official programme before us is the large portion of time which has been allotted to the business of the convention, in fact although we have no doubt the good Baltimorians will not in any way belie their reputation for hospitality, yet the street pageant on Monday evening, and the president's ball on Thursday evening are the only two entertainments scheduled.

The successful experiment last year in Dallas of holding a number of religious services presided over by advertising laymen, will be repeated and on Monday the morning will be occupied with the reports of the president, secretary and treasurer and in receiving addresses of welcome and nomination of cities for the 1914 convention and nomination of officers.

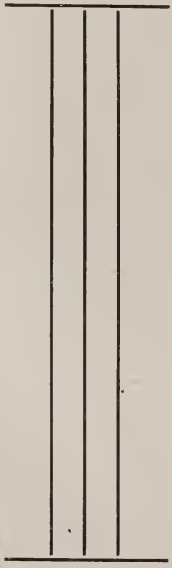
Addresses on the scope and purpose of the Baltimore convention will be followed by ten minute addresses covering the needs and problems of various advertising interests.

The morning of Tuesday will be devoted to departmental meetings and the whole afternoon session given up to vigilance and educational work. The evening meeting addressed by some of the biggest advertisers in America will be devoted to successful advertising and sales campaigns, while Wednesday will be given up to reports of commissions and committees and to open parliament and a special conference of committees from departmental meetings will also be held.

Buyers of advertising in a series of ten minute addresses will hold the floor on Thursday morning and the executive committee will be elected. Three big inspirational addresses will be given at the afternoon session.

Friday morning, reports of findings from final committees of departmental meetings will be received and at the afternoon session the announcement of the next convention city and the election of officers for the ensuing year will be held. This programme gives a very fair idea of the amount of interest which is now being taken in the ad. club movement and there is not the slightest doubt that anybody interested in any way in advertising will be able to reap untold benefit by attending the convention in Baltimore.

A Successful Advertising Campaign In Western Canada Means A Newspaper Campaign



MANUFACTURERS OF TRADE MARK ARTICLES

should consider well the buying power of the prosperous people who live west of the Great Lakes—the people of the Prairie Provinces.

¶ There has been a great deal said about the prosperity and the wonderful opportunities that exist in Western Canada. Of course, some few over enthusiastic people have made untrue statements as to the real conditions and possibilities of this wonderful country, but, frankly, very few people outside of Western Canada fully know just what is going on here. A great many easterners have made rapid excursions through Western Canada, getting only a limited view of the activities going on and drawing conclusions that are incorreet. But it is a fact that about fifty new towns are soon to go on the map in Western Canada along a single new railway line, towns that will grow as Saskatoon, Regina, Edmonton and Calgary have grown and require merchandise from older centres.

¶ The Canadian manufacturer, or general advertiser, can carry out a very successful and comprehensive publicity campaign in Western Canada at a relatively low cost by associating with the Winnipeg Free Press and a well selected list of further Western representative newspapers throughout the Prairie Provinces.

¶ Any recognized Canadian advertising agency will be glad to advise you on Western Canadian conditions. They will willingly furnish estimates of cost, prepare copy and submit sales promotion plans.

Edgar J. Guy, Eastern Canadian Representative, Canada Life Building, Toronto

Arrangements for the reception of the visitors are now in good shape, and full information is obtainable from the secretaries of any Canadian ad. club.

The whole of the convention meetings are to be held in one building in the huge Baltimore Armouries. This will mean a considerable saving of time for those who wish to take in several meetings at one session. The movement is firmly established and is doing splendid work for the uplift of the profession and in the correction of abuses.

A NEW DEPARTURE

THE striking innovation in the make-up and size of more than one Canadian magazine which has just been announced deserves the most favorabe comment.

Hitherto the type space of our leading magazines has been eight by five and a half inches, and the custom has been to bunch all the ads. at the front and back of the publication.

Now, although some attempt has been made to place ads. of kindred products together, the great mass of advertising carried by leading magazines renders the value of anything but the largest display a most doubtful quantity.

In the new style of magazine, successfully introduced some time ago in the States, every ad. appears directly alongside reading matter, and the page size is increased to ten inches by three columns.

This size is not too large to be unwieldy, and there is not the slightest doubt that the extra value of advertising so placed is very considerable.

The experiment will be watched with the greatest interest and we venture to predict that it will meet with the whole-hearted approval of Canadian advertisers.

The opinions of our readers are invited on this new departure.

OUR SERVICE BUREAU

THE introduction of our advertising service bureau, as announced in our last issue, has already proved a most gratifying success.

Being in the closest touch with Canadian advertising problems, and being in possession of detailed figures and facts that has taken years to gather, we are in a unique position to give our readers reliable information and advice.

We invite you to make the very fullest use of the bureau. write us freely for advice and information. The service we offer is confidential and free. The greatest benefit to all concerned will accrue with your hearty co-operation.

Make your Advertising Campaign complete by using the columns of

THE TIMES

NEWSPAPER ADVERTISING is the very best way for a merchant or manufacturer to get in touch with the public. Ads. that are well set and made attractive like those appearing in THE TIMES with its City and Country and HOME CIRCULATION, are bound to bring the best results. Get our rates.

TIMES PRINTING CO. LIMITED

HAMILTON, -:- -:- ONTARIO

Founded in 1837, and published continuously since 1857, under the name of THE TIMES—always a successful paper.

Annual Expenditure in Northern Ontario of Over $20,000,000

for labour and supplies guarantees circulation of money; guarantees also a field ripe for goods advertised nationally. There are opportunities for manufacturer and wholesaler, anxious to create a demand for his goods in a new field. *The Daily Nugget* —Northern Ontario's only daily paper—is read by over 16,000 people every day. It's the medium to carry your advertising message.

ADDRESS

The Cobalt Daily Nugget
Limited
COBALT, - - ONTARIO

THE LONDON ADVERTISER

GIVES you every opportunity to make your trade greater in Western Ontario. It's circulation of over 18,000 copies a day reaches people that you can't appeal to in any other medium.

ASK FOR RATES

London Advertiser Co.
LONDON - ONTARIO

SAFEGUARDING THE PUBLIC AGAINST THAT GREATEST OF SALESMEN—ADVERTISING

Experiences of One of Our Leading Canadian Farm Papers that Assumes Full Responsibility for the Advertisements it Publishes and Guarantees Absolutely its Advertisers to its Subscribers—By Chas. C. Nixon, B.S.A., Manager Advertising Department for Farm and Dairy

SUPPOSE your best friend were to introduce you to a man who promptly caught you unawares and took advantage of you, making a crooked deal, with you as the victim! What would you think of that friend? This same and even greater responsibility of friendship attaches to us as publishers when we introduce advertisers to our readers.

Therefore, with our confiding, prosperous, dairy farmer people we were in a practical turn of mind and had an eye to our own ultimate best welfare when we set out to stand right back of our advertisers and guarantee them absolutely to "Our People." At the same time we had in mind the great moral responsibility resting upon publishers who cannot allow the use of their columns to questionable advertisers without sharing in their crime. Then, too, we believe that were we to publish in *Farm and Dairy* the advertisements of the patent medicine fakirs we would be playing with human lives—accepting blood-money as surely though not as directly as one who has been engaged to abet a murder!

Therefore, having these ideals in mind when our company established *Farm and Dairy* over eight years ago, we laid down a policy of barring from our columns every thing in the way of the questionable and the objectionable. Each week we published in the first column of our editorial page Our Protective Policy, which read as follows:

"We want the readers of *Farm and Dairy* to feel that they can deal with our advertisers with our assurance of our advertisers' reliability. We try to admit to our columns only the most reliable advertisers. Should any subscriber have cause to be dissatisfied with the treatment he receives from any of our advertisers, we will investigate the circumstances fully. Should we find reason to believe that any of our advertisers are unreliable, even in the slightest degree, we will discontinue immediately the publication of their advertisements. Should the circumstances warrant, we will expose them through the columns of the paper. Thus, we will not only protect our readers, but our reputable advertisers as well. In order to be entitled to the benefits of our protective policy, you need only to include in all letters to advertisers the words, 'I saw your advertisement in *Farm and Dairy*.' Complaints must be made to *Farm and Dairy* within one week from the date of any unsatisfactory

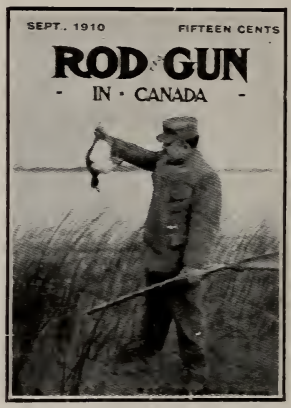
Results Guaranteed

Do you want the trade of the Sportsmen of Canada and those who visit Canada?

They all read

ROD and GUN

Its circulation extends from the Atlantic to the Pacific.



THE PROOF

"Since we have advertised in the Rod and Gun we have received orders from Cuba and England."

Otto T. E. Veit & Co., Toronto.

"We have had inquiries from all parts of the Dominion and also the United States, and in nearly all cases the writer mentions Rod and Gun. It seems to reach the class of customers we want on our list."

J. H. Ross Boat & Canoe Co. Limited, Orillia.

"The results have been satisfactory, and for our class of goods your magazine seems to bring us a lot of good inquiries. We consider it one of the best magazines in Canada to advertise in and intend to renew our contract when it expires."

The Peterboro Canoe Co. Limited, Peterborough.

"I was surprised to find the Rod and Gun magazine freely displayed on the news stands in the large cities of the Eastern States. It is not often that a Canadian publication is seen over there, and it shows that your magazine simply fills a want —catering, as it does, to the desires of American gentlemen for information regarding hunting and shooting and other sports in Canada. The very first mention of my company that appeared in your paper brought an inquiry from a man away down in Ohio."

Fred. L. Rogers, Mgr., The Silver Fox Ranching Co., Alberton, P.E.I.

W. J. TAYLOR, LIMITED, PUBLISHER

WOODSTOCK, ONTARIO

transaction, with proofs thereof, and within one month from the date that the advertisement appears, in order to take advantage of the guarantee. We do not undertake to adjust trifling differences between readers and responsible advertisers."

This Protective Policy won for *Farm and Dairy* a deal of confidence. It necessitated that we forego the revenue that offered from "Premium" and "Something-for-Nothing" advertisements patent medicine advertising, electric belts, — kept us from accepting much of real estate advertising, as well as that of oil-wells, tobaccos and liquors. "Our People" soon responded to the reliability of *Farm and Dairy* advertisements—the result being that in spite of a limited circulation three years ago of barely 7,000, which was acknowledged and published each week above the statement of Our Protective Policy, we carried a commendable volume of high-class advertising and our advertisers reported satisfactory results and kept on using our protected columns.

The only complaints received from "Our People" were in connection with occasional live stock advertisers and once with a small dealer who had seed corn for sale. These were each and all satisfactorily adjusted, much to the delight of the parties complaining.

So fortunate had been our experience with the foregoing policy of protection that we at last concluded to take a step decidedly further forward and *absolutely guarantee* our advertisers to "Our People." Accordingly, in November, 1912, we superceded our old Protective Policy with Our Absolute Guarantee as follows:

"We guarantee that every advertiser in this issue is reliable. We are able to do this because the advertising columns of *Farm and Dairy* are as carefully edited as the reading columns, and because to protect our readers we turn away all unscrupulous advertisers. Should any advertiser herein deal dishonestly with you as one of our paid-in-advance subscribers, we will make good the amount of your loss, provided such transaction occurs within one month from date of this issue and, that it is reported to us within one week of its occurrence, and that we find the facts to be as stated. It is a condition of this contract that in writing to advertisers you state: 'I saw your advertisement in *Farm and Dairy*.'

"Rogues shall not ply their trade at the expense of our subscribers, who are our friends, but we shall not attempt to adjust trifling disputes between subscribers and honorable business men who advertise, nor pay the debts of honest bankrupts."

This guarantee caused some of our directors and a goodly many of our well-wishing friends no little concern at first. Needless to say we have been extremely careful in admitting to our columns only those advertisers who prove on investigation to be absolutely reliable.

This guarantee necessitates that we turn down contract after contract and bar from our columns

The Windsor Record

Now offers its patrons a daily circulation of ·,500 and a semi-weekly circulation of 5,300. It, and it only, covers the Essex County territory. This is an increase of 25 per cent. in the past six months, and it's still growing.

Jno. A. McKay, Publisher

LONDON

The Hub of Western Ontario

The Free Press

The Axle of the Hub

More than 30,000 guaranteed circulation daily. Morning, noon and evening editions. Send for map graphically picturing the commanding position of the "FREE PRESS".

The London Free Press Printing Co., Limited
LONDON, CANADA

EDGAR J. GUY
EASTERN REPRESENTATIVE
Canada Life Bldg. Toronto

THE HERALD HAS

6,000 More Circulation than any other paper in Alberta.

THE CALGARY HERALD, on March 7th, published a sworn circulation statement showing where each paper was delivered.

The total circulation was in excess of 20,000; 11,315 copies being delivered in the city of Calgary by route boys.

THE HERALD is the paper that goes home in Calgary—it's the paper that brings results. Write to-day for circulation statement and rate card.

THE HERALD rates for advertising (circulation considered) are the best value in Western Canada.

The circulation sworn to for week ending April 19th, was 21,483.

The Herald Publishing Co., Limited
Calgary, Canada

EDGAR J. GUY, Eastern Representative,
61 Canada Life Bldg., King St. W., Toronto

The HERALD WEEKLY has over 7,500 circulation. It is the leading Farm Journal of Alberta.

more business than previously under our Old Protective Policy. Several advertisers of patent medicines, manufacturers of trusses, and others, who are so closely on the doubtful line that we do not want them, have become very keen to gain access to our guaranteed columns. Since the first of this current year we have turned away several thousand dollars' worth of objectionable advertising that offered—one contract for the year amounting to $840.

We discovered on checking it up that one Canadian farm paper contemporary was carrying as much as 22½% of its commercial advertising of a class, which we debar absolutely from *Farm and Dairy* columns. More than 37% of commercial advertising available in our field we do not accept, nor solicit, because of it being questionable or objectionable from the standpoint of the ideal we have set.

"Has this policy of turning away business paid us?" you will ask. For various obvious reasons we cannot answer by quoting definite figures in proof. We believe that at least ultimately it will pay us handsomely to continue this straight course on which we have been running. Our business shows gratifying increases. For instances: 1912 went 34% over 1911; 49% ahead of 1910; 77% better than 1909; 101% beyond 1908. For the first four months of 1913 we have climbed ahead of first four months of 1912 by over 55%—surely a very substantial and gratifying increase! Our circulation has grown steadily.

As yet we have not been called upon to make a refund in a single instance. Even should we be called upon to make a refund it would enable us to prove the worth of our guarantee and thus benefit us from an advertising standpoint.

Our experience warrants us in suggesting to our contemporaries and to other Canadian publishers generally to lay down a policy of having nothing to do with the fraud and fake—nothing to do with the questionable nor the objectionable—stand on top of such a policy—accept advertising only from the absolutely genuine —then guarantee it absolutely. To do this your revenue may drop for a time—for 'tis a serious matter to go without this class of business; (one Toronto daily it is estimated alone carries annually as much as $40,000 worth of this advertising that would have to go from its columns under such a policy!) but in the long run the better way must win. Unusually good service will not go unrewarded; it is as "Dick" Waldo, of *Good Housekeeping* magazine, says:"The people stand ready to pay for uncommonly good service."

So, cut away from everything save the absolutely reliable, guarantee it as such, and thus get your people to believe in your advertisers. The reward is sure to gravitate to you. A higher rate for less circulation you will readily obtain even as *Farm and Dairy* now obtains; and the service will be worth it!

THE ARTICLE ON THE OPPOSITE PAGE

Shows why it is necessary to consider the French-Canadians when advertising in Montreal or Quebec Province.

The circulation figures shown on *this* page show why LA PRESSE is the most profitable advertising medium in Montreal.

Circulation for April, 1913

Montreal and suburbs (net paid)	67,109
Province Quebec, outside Montreal	34,662
Total Province of Quebec	101,771
Elsewhere in Canada	4,394
Total in Canada	106,165
United States and Foreign	22,209
Grand Total	128,374

LA PRESSE has the largest circulation of any Canadian daily—the largest in Montreal, in the Province of Quebec, or in the Dominion.

LA PRESSE is the national paper of the French-speaking people. It is read by members of Parliament, business and professional men, as well as by the great masses of well-to-do French peopie.

LA PRESSE has the lowest advertising rate of any Canadian daily in proportion to its circulation.

La Presse Will Pay You. **Let Us Prove it to You.**

LA PRESSE
Montreal, Canada

Ontario and Western Canada Salaried Representative:
Henry W. King, Tel. Bldg., 76 Adelaide St. West, Toronto

WHAT THE CENSUS SHOWS

By Chas. C. Fee, Manager Promotion Department, La Presse, Montreal.

BULLETIN No. 13 of the fifth census of Canada, giving the origins of the Dominion's population, just came to my desk recently, and in glancing over it, I was struck with the idea that if advertisers would only study Table 3 on page 12, they could eliminate a great part of the waste from their Canadian advertising.

Seventy-five per cent. of the firms that plan an advertising campaign for this Canadian field never seem to think that by confining their advertising to the English press, they are overlooking millions of prospective customers who are ready and willing to buy their goods, providing they are told something about them.

The 1911 census figures give the Dominion a total population of 7,206,643. Many people claim that these figures are far below what they should be, but on that point I have nothing to say. They are the official figures and will have to stand, and anyway, this article has to do with the various races which go to make up the total, not with the total itself.

Of this total of 7,206,643, a little over 50 per cent., or 3,896,985 are English speaking; over 28 per cent., or 2,054,890 are French speaking, and the remaining 1,254,768 include everything from Austro-Hungarians to Turks.

Now, here is where advertisers go wrong. Most of them are aware of the fact that a certain percentage of the people of Canada are French, but that percentage varies according to the advertiser's knowledge of conditions, and in most cases, his actions are governed accordingly. If he happens to be a resident of Montreal or Quebec province, he has some kind of an idea of the part the French Canadian is playing in the country's development; if he lives in Ontario, the Maritime provinces, the United States or Great Britain, he may be aware of the fact that there are *some* French people in Canada, but he doesn't imagine they are of much consequence either numerically, financially or any other way. If he does happen to know that over a quarter of the country's total population is French, he is liable to say, "Oh, well! these Frenchmen won't buy my goods and even if they would, three-quarters of the population is English and that's a big enough market for me just now. Maybe some day when I've got all this English business, I'll look the Frenchmen up."

So, through ignorance, blindness or stubbornness, Mr. Advertiser eliminates 2,054,890 people from his possible market right at the go-in. This is his greatest error; his next is in figuring the 1,254,768 aliens as English-speaking and worth advertising to. Even if a certain percentage of them do speak English, is he justified in considering Austrians, Galicians, Bel-

You Can't Cover the French Field—without

La Patrie

It is a recognized fact by National advertisers who sell to French Canadians, that Montreal LA PATRIE'S "good will" is a mighty big factor which cannot possibly be overlooked.

Every Advertiser who *gets behind* LA PATRIE'S good will and influence can open the door to thousands of good homes that are to be reached in no other way.

LA PATRIE has increased tremendously in circulation, advertising patronage and size and to-day ranks amongst Canada's largest papers.

Rates and circulation details from all Advertising agents or at our branch office.

NEW YORK, U.S.A.
Messrs. LaCoste & Maxwell

TORONTO, ONT.
Edgar J. Guy
Room 65 Canada Life Bldg.

CHICAGO, U.S.A.
Messrs. LaCoste & Maxwell

The following is but a partial list of National Advertisers who find "La Patrie" a Paying Proposition.

Otis-Fensom Elevator,
Zam-Buk
Cowan Cocoa
Beecham Pills
Woifes Schnapps
Canada Bread
Scholl Mfg.
Waltham Watches
Steele Briggs
Russell Motor Co.
Father John Remedy
Fruitatives
Wilson Fly Pads
Sunlight Soap
Ford Motor Co.
Reo Motor Co.
Duffy's Malt Whisky
Coca-Cola
Equitable Life
Symington Coffee
Parker Dye Works
Perrin Gloves
Can. Shredded Wheat
Can. Fairbanks-Morse
National Breweries Ltd.
Warners R. P. Corset
Anheuser Busch
(Budweiser)
Can. Cereal & Mill. Co.
Cook's Friend B. Powder
D. D. D.
Waterous Engine Co.
Comfort Soap
London Feather
Williams' Pink Pills

Tillson Oats
Cluett & Peabody
Canadian Salt
Dunlop Tire
Frost Wire Fence
Gillette Baking Powder
Shiloh
H. O. (Force Food)
Cravenette
Waterman Pen
Penmans Limited
Hamilton Brewery
Pinkham Medicine
Dodds Kidney Pills
Dr. Chase Remedies
Edison Phonographs
Tudhope Motor Co.
J. C. Ayer's Remedy
Black Cat Cigarettes
Blue Jay Corn Plaster
Hupp Motor Car Co.
Stuart Pyramid Drug
McLaughlin Motor Co.
Canada Life Ins. Co.
Pope-Hartford Mfg. Co.
N. C. Polson Remedies
National Cash Register
Apollinaris
Dr. Coderre's Pink Pills
Empire Cream Separator
Williams, Greene & Rome
American Locomotive
Wrigley's Spearmint Gum
Schlitz Beer
Brantford Roofing

Baker's Cocoa
Rengo Belt Corset
McClary Mfg.
Neilson Chocolate
Eastman Kodak
Michelin Tire
Baby's Own Soap
Suchard's Cocoa
International Harvester
Cuticura
Lanman & Kemp
Knox Gelatine
Scott Emulsion
Studebaker Corp.
Pabst Brewery
Northrop Lyman
Neuralgyline
Imperial Tobacco
Chisholm Milling
Hunyadi Janos
Paris Medicine Co.
Ridgway Tea
Postum Cereal
Boivin, Wilson Co.
Gillett Safety Razor
Fry's Cocoa
Radway Ready Relief
Wincarnis
Kayser Gloves
Cudahy Packing
Dominion Corset Co.
Salada Tea
Battle Creek Toasted C. F.
Centaur (Castoria)
Creme Simon

gians, Chinese, Dutchmen, Finns, Germans, Greeks, Hindus, Italians, Japanese, Negroes, Russians, Scandinavians or Turks better prospective customers than the Canadian-born French people whose forefathers were among the cleverest and most heroic men the world ever produced? I think not, but Mr. Advertiser, after having figured a quarter of the population French (and eliminated them from his scheme of things), and three-quarters English (without eliminating over a million aliens) is ready to start his campaign, and spends his whole appropriation with the English papers to reach 3,896,985 English-speaking people —plus the Chinks, Dutchmen, Poles and Turks.

Is it any wonder, in view of this condition of affairs, that the man who foots the bill is often disappointed with the results received from his Canadian campaign?

Wouldn't you be too, if you based your expenditure, and expected returns on a basis of seven million population, and then found that you were only getting results in proportion to those you might reasonably expect from a population of four million?

Well, that is what happens to the advertiser who tries to cover Canada with the English papers only.

The 1,254,768 aliens constitute about the usual percentage of loss which advertisers must figure on. They represent the immigrants in all conditions of life from the laborer just over from the fatherland, to the man who is already a Canadian in the accepted sense of the word. Eventually, they will all become English-speaking citizens, but just at present no advertiser knows just what percentage of them have advanced far enough to be of any value to himself as far as responding to his advertising is concerned.

With the tremendous French population though, things are different. They will never lose their identity or their language, as long

THE OIL PULL
AND ECONOMY
Gasoline is the scarcest of all liquid fuels and the most expensive. The demand for gasoline is forcing the price higher and higher. Kerosene is abundant and cheap. Gasoline is going up—Kerosene down.
The Oil Pull burns kerosene—in two years it saves enough to pay for itself.
The Secor Higgins System of Carburetion made the Oil Pull possible. Burning kerosene cold for power had never been accomplished before. John A. Secor discovered the way to use oil without sacrificing a single desirable feature of the best gasoline engine.
The Secor-Higgins system provides an automatic variation in the quantity of fuel mixture in accordance with the highest variation in speed or load. This enabled the Oil Pull to burn Kerosene under all conditions. No other engine had ever been able to do this.
We shall be glad to explain in detail how it does it.
WRITE US TODAY
RUMELY PRODUCTS CO.
(Incorporated)
POWER-FARMING MACHINERY
Winnipeg, Calgary, Edmonton, Regina, Saskatoon, Brandon, Yorkton, Toronto, Estevan, Vancouver.

Strong argument but unfortunate illustration

as Canada remains a British possession, because Great Britain, when she wrested the country from the King of France, fixed that point for all time by allowing the French Canadians to remain in the country and retain their religion, language, habits and customs.

French to-day in the province of Quebec is as much the native language as English—more so, in fact, because over 80 per cent. of the total population of this province

COUPLE THESE IN YOUR ORDERS

THE TIMES
ST. THOMAS, ONT.

THE HERALD
STRATFORD, ONT.

Each the Dominating Newspaper Force in its Community—and their pages look accordin'—Best advertisers use them

The Times Printing Co. of St. Thomas, Limited
L. H. DINGMAN, President

The Stratford Herald Printing Co., Limited
W. S. DINGMAN, President

PROSPECTIVE MONTREAL ADVERTISERS

An examination of the advertising columns of **The Gazette** is sufficient evidence of its value to manufacturers and merchants whose wares appeal to the well-to-do citizen and his family.

Eighty per cent. of **The Gazette's** circulation is within the City of Montreal and neighborhood.

The Gazette - Montreal

is composed of French-speaking people.

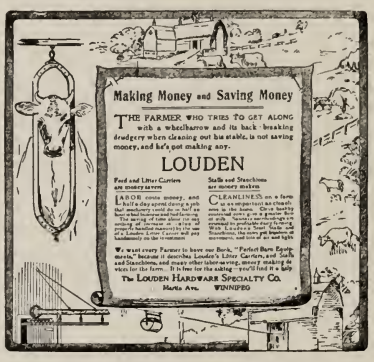
Over one hundred and fifty years of trading, trafficking and mixing with the English people has had no effect in smothering or absorbing the French-Canadian race, and one hundred and fifty years more will have no greater effect.

During the ten year period from 1901 to 1911 the French populations of every province and district of Canada, with the exception of Prince Edward Island and the Yukon, increased. Prince Edward Island decreased from 13,866 in 1901 to 13,117 in 1911, and the Yukon from 1,779 in 1901 to 482 in 1911.

Every province in Canada has its portion of French people—a good, generous portion, as the following figures will show: Alberta, 19,825; British Columbia, 8,907; Manitoba, 30,944; New Brunswick, 98,611; Nova Scotia, 51,746; Ontario, 202,442; Prince Edward Island, 13,117; *Quebec, 1,605,339;* Saskatchewan, 23,251; Yukon, 482; Northwest Territories, 226. Total, 2,054,890.

The province of Quebec with its total population of 2,002,712, has only 397,373 people *who are not French.* In fact, there are fewer people of all races (including English-speaking people) in the whole province of Quebec, with its immense area of 351,873 square miles, than there are French people in the city of Montreal.

Can any sane person conceive of an advertiser trying to do a satisfactory business in the province of Quebec without including the French people? Yet it's done every day in the year by advertisers who are unaware of conditions, or are too blind or too stubborn to admit to themselves that such conditions prevail, and these are the advertisers who blame Montreal, Quebec Province or the Dominion of Canada for their failures to get results in proportion to the


Making Money and Saving Money
THE FARMER WHO TRIES TO GET ALONG with a wheelbarrow and its back-breaking drudgery when cleaning out his stable, is not saving money, and he's not making any.
LOUDEN
Feed and Litter Carriers are money savers.
Stalls and Stanchions are money makers.
LABOR costs money, and half a day spent doing a job with a Louden Litter Carrier is half a day saved.
CLEANLINESS on a farm is as important as cleanliness in a home. Cleanliness pays in every way—gives a greater feed at milk. Saves a veterinarian's bill. Makes a better class of stock. With Louden's Steel Stalls and Stanchions, the cows get treatment of sunshine, and lots of air and light.
If you want every Farmer to have our Book, "Perfect Barn Equipments," because it describes Louden's Litter Carriers, and Stalls and Stanchions, and many other labor-saving, money-making devices for the farm... It is free for the asking—you'll find it a help.
The LOUDEN HARDWARE SPECIALTY CO.
Martin Ave. WINNIPEG

Rather too much illustration, but sufficiently striking

amount of money they spend. On the other hand, the wise advertisers—the ones who study their markets before placing a line of copy—are getting rich.

It will pay you to advertise in Montreal; it will pay you to advertise in Quebec province, and it will pay you to advertise all over Canada, but you must be ready to meet conditions as they are. If you are not willing to do this, or are one of the men who imagine things *are* as they would *like* them to be, you'd better keep away from the Canadian market in general, and the province of Quebec and the city of Montreal in particular.

Is your product worth talking about?

Every manufacturer takes a just pride in his product, but is often at a loss to know how best to get the buying public acquainted with its sterling qualities. Has **your** advertising any **real** news value? Does it put **facts** in their most favorable light? Is it **economically** and **judiciously** placed? Your answer in the affirmative to these questions exactly describes

Woods-Norris Service

But you may realize that your advertising lacks something! If so—you are the man we want to get in touch with. Our service is much more than mere clerical and mechanical work. We produce advertising that is **personal** and **profitable**—that hits hard, is definite, and hammers home your best selling arguments. **Our service pays.** More than a few leading national advertisers will bear out this statement. Ask any of them what **Woods-Norris Service** means. We will mail you their names. Ask us to detail our proposition to you.

WOODS - NORRIS LIMITED

Advertising Agency

Mail Building, Toronto

IS THE "FLAT RATE" A REAL BENEFIT?

By Grafton B. Perkins—Those who read Mr. Huntsman's article in last month's issue will be interested in the directly opposite side of the question so cleverly put forward by Mr. Perkins below

THE best argument against the flat rate is that it does not exist. Prove it? Prove it for yourself. Ask the next advertising solicitor or foreign representative who calls on you with a "flat" rate if he would accept your contract with the provision that "no other advertiser, local or foreign, enjoys a lower rate, for any amount of business." With barely enough exceptions to prove the rule, he will say "No."

And it is perfectly right that he should. Only the merest beginner in space-buying would expect otherwise. While with a "flat" rate we reasonably expect to buy our advertising at the same figure as any other *foreign* advertiser, none of us hope that we, with a contract of ten thousand lines or so, will get the same price as the big *local* advertiser, who will use many times that figure.

What, then, has become of the boasted "flat" rate? It has vanished into thin air. It is a flat rate, *except——?*

I accept it as perfectly just that the local buyer of big space should profit by a lower rate than I, who take but a tenth as much as he. Why should another advertiser, who in turn buys a tenth as much as I, to be able to get his space in a given "flat" rate paper as cheaply as I, simply because we both happen to do business outside the town where the paper is published?

And yet the cry goes up from every side, "Give us a flat rate!" Do we get or ask for a flat rate in anything else? If Smith's plant uses but a hundred tons of coal a year, he accepts without murmur the fact that Jones gets a comfortable reduction when he buys a thousand. And Brown, when he stocks his house for the winter with ten tons, does not expect to get it at the same rate as Smith. Neither Brown nor Smith advocate a "flat" rate for coal. Nor, if I buy flour, by the sack do I feel injured because you, who buy a barrel, are favored accordingly—there is no insistent demand for a "flat" rate on flour!

Certainly there is little precedent for the "flat" rate in other commercial transactions. Elsewhere we readily acknowledge that sales in large quantities can be effected and deliveries made at lower cost pro rata, and that, therefore, the heavy buyer should share in this saving. It costs little more to solicit a ten thousand line contract than a thousand line one.

There are two arguments for the flat rate. One, its convenience, and the other, the rather hazy idea, that in some way, under a "flat" rate, the other fellow isn't getting a private deal at a lower rate than you are getting for the same amount of business.

THE LIVEST PAPER IN A LIVE TOWN

You can talk with conviction to the prosperous and intelligent residents of Edmonton and District and achieve splendid results by using the advertising columns of the

EDMONTON JOURNAL

THE JOURNAL leads its field not only in circulation, but in news and amount of advertising carried.

Sworn Circulation 14,625 copies Daily.

Your Spring Advertising Campaign should start with our next issue.

Canadian Newspapers, Limited—Journal Branch

M. R. JENNINGS, Editor and General Manager

JOHN MacLAREN. Business Manager

East. Representative: E. J. Guy, 65 Canada Life Bldg., King St. W., Toronto

The Hamilton Spectator

A Successful Business Builder

The straight highway to quick, profitable results for Canadian advertisers is through THE SPECTATOR. Other publicity mediums in Hamilton are not so **far reaching, economical** or **effective.** Circulation for April, **25,762** copies each issue.

Spectator Printing Company, Limited

HAMILTON, ONTARIO

The second argument is hardly worth answering. That there is any less chance of the rate being cut when one figure is quoted for all quantities of space than when the card quotes a sliding scale from a hundred lines to ten or twenty thousand will not bear the test of serious consideration. In fact, is not the shoe on the other foot? The "flat" rate-card gives no hint of the more favorable local price, while, with the sliding scale one naturally infers that, the terms for ten thousand lines being less than those for five thousand, any advertiser who can get into the hundred-thousand line class can hope for further reductions, even though the card does not quote beyond ten thousand.

As for convenience, I realize as well as anyone that the "flat" card is easier and quicker to figure by. I have reason to. Within the past six months I have had occasion to figure a rate for almost every paper of any importance in the United States. I not only determined each paper's price for the straight line of business which I had to offer, but had to see if, by making my contract in accordance with some special rule of the paper, I could not obtain some extra discount or better price. Yet, with all this in mind, I found but one card in the entire list—that of the Chicago *News*—which caused me the slightest difficulty in calculating the *minimum card rate* and in understanding just how I could get it. Even excluding all the "flat" rate cards, I do not believe that the work averaged five minutes per paper.

And it is a mighty lazy man who will weigh the *convenience* of the "flat" rate against the possibility of buying his space in the lowest market, with its consequent large saving, just because the latter course would take *five minutes more time.* Just remember that, under the "flat" rate, you have to pay the *average* price of the paper for *foreign* business, and if you are buying five thousand

'Wincarnis' is a necessity in every home—in YOUR home particularly. Because—
In the course of a year innumerable instances occur in which a wineglassful of 'Wincarnis' will prove invaluable. For example: You return exhausted after a day's outing—'Wincarnis' will immediately revive you. You suffer from 'oerves' through household worries—
WINCARNIS
will soothe your nerves. You can't sleep—'Wincarnis' will give you a sweetly refreshing night's rest. You feel weak and listless—'Wincarnis' will invigorate and strengthen you. You suffer from brain fag—'Wincarnis' will stimulate your brain. And in cases of sudden fainting fits, accidents, heart troubles, etc., 'Wincarnis' will prove a prompt and reliable rescorative. Will you buy *just one* bottle?

A decided improvement on some recent efforts

lines, you are in just so much helping finance the campaign of the man—perhaps your competitor—who is able to use only five hundred—a truly humanitarian move!

Not only am I more satisfied with the sliding scale rate-card than with the "flat" one, but I strongly advocate a step which will still further complicate the work of those who figure rates and fix schedules, but which I believe to be a true economic benefit.

Does Spring and Summer Advertising Yield Good Profits?

From seeding till after harvest is the farmer's busiest time.

Over-tired at night, he does his resting chiefly on Sunday.

It is, therefore, true that, at the season when the farmer uses and breaks most manufactured goods, he is least likely to read those periodicals in which those goods are advertised.

But ——

The farmer does not *altogether cease reading* in the Spring and Summer.

If he reads nothing else, he seeks guidance in and manufacturers' addresses for the buying which he finds it necessary to do.

Cautious and conservative as he is, the shrewd farmer puts off too often his Spring and Summer purchases until the time of need. Then—he buys in a hurry.

Your advertisement should be where he can see it. in the current paper.

The Result of Temptation

The busy man is not above temptation! He will pick up and look at the paper whose cover tempts him to look inside—the paper which he recollects has always been interesting in every article—which he knows contains one or two interesting stories.

The busiest farmer is never too busy—especially on Sunday—to look at the splendid pictures throughout THE CANADIAN COUNTRYMAN, or to read at least one specially interesting article per week.

The Busiest Farmer is too Shrewd

To overlook what he knows is his weekly opportunity to get some fresh, new ideas.

All farmers want, once a week, some relaxation, some distraction from the everlasting drudgery of his season's work.

You know that The Canadian Countryman has this appeal.

You know how The Canadian Countryman compares with all other reading matter in the farmer's mail in this respect.

You will not therefore overlook your opportunity to advertise to the busy farmers in the busy seasons.

Put this matter to the test.
Sample Copies on Request.

The Canadian Countryman Pub. Co.
LIMITED

60½ Colborne Street -:- -:- -:- Toronto

T. J. Tobin, Advertising Manager

No one who has placed a national campaign in the newspapers can have failed to notice that in almost every city certain days of the week are most favored by department stores and other large local advertisers, for the very good reason that upon those days the housewives of the city are accustomed to "shop." But this reason has little bearing on most foreign advertisers—one day is about as good as another, provided a schedule is distributed fairly evenly over a week. Our natural tendency is to select such days as chance decides, or perhaps we arrange a schedule which gives us representaiton in one paper of a city every day, or in such other way as seems good and fit to us. And it is not until the crowded condition of a paper gets so bad that our little "position" requested advertisement is buried regularly that we suddenly notice that we are running on days when the competition of other advertising is heaviest. Possibly, too, some of us who have not thought of this factor are even selecting the heaviest days, on the principle that what is best for the local man must be best for us.

Therefore, on locally heavy days the paper is still compelled to carry at least its proportionate part of foreign copy, and good positions are scarce, even for those who pay for them. One paper has solved this problem in a most efficient way. The St. Louis *Post-Despatch* not only has a rate-card that clearly presents a sliding scale of prices based on the amount of space contracted

The Expositor

Brantford's Big Daily

One of the Biggest and Best Newspapers in Western Ontario

Circulation guaranteed to exceed **7,500** daily

Write for Advertising rates

For Eastern Canadian and American manufacturers there does not exist on this continent a better or more profitable field in which to market their goods than

THE CITY OF VANCOUVER and
THE PROVINCE OF BRITISH COLUMBIA

That of course is in *this* year of 1913. What it will be ten or fifteen years hence is quite removed from the region of surmise because then, and likely long before then, this coast will be producing all that we now have to import. But now the field is ripe and open to almost everything the East can manufacture.

THE SUN

A morning paper published in Vancouver every week day during the year is sold to

100,000 SUBSCRIBERS) DAILY
121,000 READERS)

21,000 and over individual Subscribers daily

IT IS GROWING—Like everything else in the West.

Published in Vancouver, B.C., every week day by

The Burrard Publishing Company, Limited

Eastern Canada Representative
EDGAR J. GUY, - CANADA LIFE BUILDING, - TORONTO, ONTARIO

Economic(al) Advertising

is the faculty of getting the most for your money—most "pull," best territory, most suitable circulation. Any proposition of general utility appeals to readers of

THE NEWS

TORONTO

because they are that good Canadian middle class which responds to the advertisements of goods of merit. If you have faith in your product tell The News readers about it. Quick, direct results will prove it is economical advertising.

News Publishing Co., Ltd., 107 Bay St., Toronto

for, but this rate holds solely for the days when local advertising is heaviest! On these days its rate on a ten-thousand line contract is wenty cent› per line, while on Mondays, Tuesdays and Wednesdays, when local copy runs lighter, it is nineteen cents per line, while prices for other amounts in proportion. On Saturdays when, as an evening paper, it carries very little local business, it makes its ten-thousand line rate seventeen cents per line.

The result is that the foreign advertiser who studies his rate-card› get all his copy into the *Post-Dispatch* on Mondays, Tuesdays, Wednesdays and Saturdays, not only benefitting by good positions and less local competition but saving either one cent or three cents per line on his order. The *Post-Dispatch* profits by having much more space on heavy days to accommodate its local customers, while its foreign advertising is drawn into days when it can be handled better.

If some of the fine energy expended on working for an economically incorrect and all but impossible "flat" rate could be directed toward the extension of this idea there would be effected many large savings, not the least of which would be the effort and postage spent in complaining of bad positions given on "position requested" contracts.

PHYSICIANS DO NOT ADVERTISE

WHEN the advertising man called upon Dr. Smith to solicit business for the paper which he represented he was told, rather loftily, that it was against "professional ethics" to advertise. But when the cub reporter stopped at the doctor's office two hours later for news items, he received the following:

Dr. H. Johnson Smith is moving his office from 1 Bradley block to 146 Main street, where he will have an entire suite of rooms. This change was imperative on account of his rapidly increasing practice.

Mrs. Alice Jones of North Tenth street fell upon the pavement near her home this morning, sustaining a broken wrist. Dr. H. Johnson Smith reduced the fracture.

Dr. H. Johnson Smith has returned from a professional visit to Snyderville.

Wellesly West, the well-known manufacturer, who has been ill for several weeks, shows marked improvement today. His physician, Dr. H. Johnson Smith, believes he will soon be convalescent.

Dr. H. Johnson Smith will address the members of the City Medical Association this evening.

Mrs. A. J. Peterson, of Elm street underwent a delicate operation at the City Hospital this morning. She is resting easily this afternoon, and according to her medical adviser, Dr. H. Johnson Smith, unless unforeseen complications develop, should be on the road to recovery soon. The operation was very successful.—*Brooklyn Life.*

HAMILTON NEWSPAPER UNION LIST

is composed of country newspapers with a genuine subscription circulation.

□

More than 75 per cent. of all the newspapers in Canada are Country Weeklies.

□

No advertising proposition can stand beside continuous space in the Local Publications when country people are to be reached.

□

Country trade is valuable, and sticks. It is useless trying to capture it except through the Local Weekly.

□

The largest and most successful advertisers invariably use our list of Country Weeklies.

□

Sworn Circulation for 1912, 2,389,764

Weekly Average, 45,957

Hamilton Newspaper Union
Hamilton, Canada

The Combination that opens the money vaults of the prosperous residents of South Waterloo, including the towns of Galt, Preston and Hespeler, is

4-2-8-7

which figures represent the net average circulation of

The Galt Daily Reporter

The only way the combination can be worked and your share of the money, spent by these people for advertised goods, received is through the circulation of the Daily Reporter represented by these figures.

Ask your advertising agent for rates or write direct to us.

Galt Reporter
Limited
Galt - Ontario

"Canada's Best Town"

RECENT ADS.—GOOD AND OTHERWISE

By The Captious Critic

THE Telephone ad. reproduced, tells by means of a number ofvery graphic illustrations the manyuses of this modern invention in rural districts.

The points brought out in its favor—the way in which it ban-

The Telephone is Life
To the Woman on the Farm.
Wouldn't You Like To Have A Telephone?
THE VALUE OF TWENTY BUSHELS OF WHEAT.
Here is Your Opportunity!
Your Husband Should Be The First
Northern Electric
MANUFACTURING CO.

ishes the monotony of country life, the protection it affords the women folk when the men are away, its usefulness in selling produce or in buying goods wanted in a hurry—are sufficiently strongly emphasized to make every farmer consider it indispensable and you will notice the appeal is directly to the women to get the men interested.

The criticism might be that there is too much illustration, and I think in this case it answers the purpose and tells the tale admirably.

The caption is an attractive one, but the layout is somewhat spoiled by an excess of display lines. I think if some of the matter had been set in two columns instead of as it is, the full width, the ad. would have been improved.

* * *

A most novel appeal to Bachelors of the Nation, which most surely hits on a very tender spot, is included in the small ad. of the New Method Laundry reproduced. There is nothing particularly startling about the ad., but the offer therein contained, of a free repair service combined with good laundering, must appeal to the very large number of Bachelors who have no ability or inclination to repair their own underwear.

I have personally had an opportunity of seeing the way in which

BACHELORS who have trouble in keeping their socks, shirts and underwear in good condition will find our Improved Repair Service the solution of the problem.

Not only do we launder these articles in the most perfect manner, but before they are sent out every article is critically examined and every hole carefully darned. There is no extra charge for this service. It is only one of the many ways we have of looking after our customers' welfare.

You are especially invited to inspect our new plant.

New Method Laundry, Limited

COR. QUEEN AND RIVER STS.
Phone M. 7486 and 7487. y246
WE KNOW HOW.

this firm fulfil their promises, and I am sure that the offer that these people are making must be meeting with the most gratifying success.

* * *

J. R. Moodie's ad. reproduced, even to the mere man, has many

Is the oldest established daily newspaper in Saskatchewan. Other claims to this distinction are false. The Standard is the only independent daily newspaper in Saskatchewan, and, therefor, appeals to a class of readers that cannot be reached by the party organs.

The Standard is firmly established in the Saskatchewan field, having a list of over 5,000 paid in advance subscribers, **obtained without aid of premiums, canvassers, or any inducement except the quality of the paper, and the desire of the people to read it.**

Rate cards and further information on request.

THE STANDARD PUBLISHERS, LIMITED
Regina, Sask.

points of commendation. The lay-out is striking with excellent use of the circle, and the drawing of the figure quite exceptional.

These people have a unique talking point because it is so self-

Cumfy-Cut
A Unique Improvement in Vest Straps
The Cumfy-Cut Vest is the first low cut, sleeveless vest to overcome the objectionable feature of the straps slipping from the shoulders. This is due to a unique improvement in the knitting of the straps, which, once the vest is put on, stay exactly where placed.
Cumfy-Cut Vests are fashioned to fit the form—so necessary with the prevailing fashions.
Your dealer has Cumfy-Cut Vests and offers them at a price that enables you to enjoy the daintiness and luxury of the highest quality underwear at no greater expense than ordinary kinds.
Cumfy-Cut Underwear withstands repeated launderings, without losing its original shapeliness and fit.
Cumfy-Cut Vests and Union Suits are made in all sizes for ladies. Three grades—Cotton, Lisle, Mercerized and Silk.
AT ALL FIRST CLASS DEALERS EVERYWHERE IN CANADA
J. R. MOODIE & SONS

evident that a garment which is planned to stay over the shoulders and will stay there, must be conducive to a maximum of comfort.

We notice that no mention is made of price, and that the ad. is written for the general benefit of retailers who it must be supposed, without exception, stock these garments. This is just one of a series that strikes me as being quite out of the ordinary.

* * *

In the Cravenette ad. quite attractively designed, among a number of good talking points, one in particular strikes me as novel, and which I don't remember having seen before—an offer to buy raincoat material so that it can be made up to your own measurement, and the emphasis of the trade mark being on every yard of cloth is another good talking point.

Light and porous, easy and comfortable. These are desirable features in a rain coat, which are well brought out, and the illustration and design with the distinctive lettering of the name of

"Cravenette" Regd.
Showerproof Coats For Spring Wear
You will get about double the service out of a "Cravenette" (Regd) Showerproofed Coat, that you can get from any other fabric.
Besides being stylish, attractive and dressy, "Cravenette" (Regd) Showerproofed Coats are light and porous, easy and comfortable.
"Cravenette" (Regd) Showerproofed Coats are made in the newest styles for men, women and children—or you can buy "Cravenette" (Regd) Showerproofed Cloth and have garments made to order at any tailor's.
The "Cravenette" (Regd) trademark shown below, is stamped on every yard of the cloth and inside the collar of every genuine coat. Look for it.
If you cannot obtain goods, write
Cravenette Co. 32
P. O. Box 1934. MONTREAL, P.Q.
REG. TRADE MARK
Cravenette
PROOFED BY
THE Cravenette Co. LTD.

Facsimile of stamp on genuine "Cravenette" Showerproofed Goods.

the product, are all quite out of the ordinary. This ad. is more than good, it is excellent.

* * *

Here's an ad. which catches the eye at once, although the idea might be described as a little far-fetched. "Has the Grip," a mighty good caption—for a rubber tire, with an illustration bringing home

A Help or a Hindrance ?

EVERY letter head, every envelope, every folder, booklet or catalogue that is sent out from your office exerts an influence for or against your business

Whether your commercial literature is a help or hindrance depends mostly on where it is printed.

Have it "Acton-printed." That will insure its getting a good reception and exerting a powerful influence towards sales of your goods. "Acton-printed" means clean-cut, business-like, attractive.

Acton Publishing Co., Limited

TORONTO MONTREAL

this feature. Nothing sensational about the copy—just a little piece of good advice with the familiar trade mark and the name well emphasized. This ad., although

HAS THE GRIP
When getting your bicycle overhauled for 1913 put on a set of Dunlop Traction Treads. These tires are already the talk of bicycledom and before the season half commences they will be the sensation. We have tried them out but we cannot tire them out. This year it will be nearly all Dunlops. Your dealer has them.
DUNLOP
TRACTION TREAD

only in small space stands out very prominently on a page, and must be described as real good advertising.

* * *

Here is a funny thing. Turn it upside down, with a casual acquaintance you can get nearly as much out of the illustration as if you look at it the right way.

Certainly in the reproduction the ad. loses considerable strength, but even in the original, the silhouette effect is not a happy one. Apart from this, the reading matter is good and the ad. particularly well displayed. There is one point which might have been more strongly emphasized and that is that if you drop a blue Amberol record on the floor it won't break. My experience with Gramaphone records has been that they require the most gingerly handling. The silhouette illustration seems to be coming back into fashion and has many points in its favor, but it

Your enjoyment of a phonograph depends not only on the *number* of selections. It depends on the *quality* of each. The
Edison Blue Amberol Record
was invented on the quality idea. It produces the most clean cut, lifelike and beautiful tone you ever heard.
It will never wear out and indifferent handling of it or dropping it on the floor won't break it. It is constant in its ability to please.
Your Edison dealer will be glad to play Blue Amberol Records for you.
Thomas A. Edison, Inc., 169 Lakeside Avenue, Orange, N. J., U. S. A.
A COMPLETE LINE OF EDISON PHONOGRAPHS AND RECORDS WILL BE FOUND AT
Babson Bros., 360 Portage Ave.
Crews, Gooding & Skinner, 333 Portage Ave.
The T. Eaton Company, Portage Ave.
Frank Dolezal, 880 Main Street.
W. Fisher, 573 Portage Ave.
Hudson's Bay Company, Main Street, Corner York.
Tucker & Hannah, 516 Portage Ave.
S. & W. Zimmerman, 527 Main Street.

needs to be less of a jumble than this.

* * *

"Behold," the fool sayeth, "put not all thine eggs in the one basket"—which is but a manner of saying, "Scatter your money and attention"; but the wise man sayeth, 'Put all your eggs in the one basket,' and—*watch that basket.*"—*Mark Twain.*

* * *

Less than nine cents a month is all it costs to receive *Economic Advertising* regularly. Send along your dollar to-day for a full year's subscription.

WHAT'S DOING AT THE AD. CLUBS

EDMONTON

The sixth get-together luncheon was held on April 23rd. Three striking, short addresses were given by Mr. Fugl on the North Country, by Mr. Booth on advertising and by Mr. Salisbury on, Fake Advertising Defined.

The attendance was excellent and the addresses were very well received, discussion being general and instructive.

Various items of harmony were given at intervals by Messrs. Curtain, Shinners and Digney.

A handsome souvenir programme tracing the evolution of Edmonton from a Hudson Bay trading post to a leading northern metropolis was gotten out by the club and issued by the publicity bureau of the Hudson Bay Company.

* * *

TORONTO

"Dick" Waldo, advertising manager of *Good Housekeeping* magazine, New York, gave the members of the Toronto Ad. Club much food for thought in his address, which he delivered at the monthly luncheon of the club in their parlours, 104 Yonge St., on the evening of Friday, April 18. He dealt with the subject of "Safeguarding the buyer from that greatest of Salesmen—Advertising." The basis of his theme was that "service rendered need never be unrewarded." People are willing to pay for service. They will pay for a better service than that commonly rendered.

When introducing Mr. Waldo to the club, Mr. C. W. McDiarmid, the president, informed the members that Mr. Waldo is the original live wire in advertising in the United States, and was amongst the first to give readers absolute protection against possible loss through dealing with advertisers in his magazine. Mr. Waldo in opening his address reviewed his early experiences in the business world when he was connected with a house that undertook to do without advertising, and as they thought, save to themselves the price of advertising and thereby be able to undersell those who advertised. His house became a wreck. They found they could not undersell the ones who advertised. On drawing himself together after the wreck, Mr. Waldo decided to "take a hair from the dog that bit him." He commenced to study advertising and later on became the advertising manager of *Good Housekeeping.*

This magazine had for years been publishing a guarantee to its subscribers. The guarantee was featured always in very small type and in an out-of-the-way place. It did not mean any more than it said and it was used more or less as a scape-goat to work advantage to the magazine in the advertising department. Mr. Waldo believ ng that "truth in advertis ng means profit in advertising," and that "through service, and ever better service, will advertising

come into its own," set about to make more prominent his guarantee, to make it broader, to make it all-inclusive, and to inspire the readers of his magazine with confidence in his paper and in his guarantee, covering all advertising carried in *Good Housekeeping* columns.

He believes that advertising in *Good Housekeeping* magazine should mean the same for advertising so carried as the stamp of sterling means on silver. He set about to right matters so that every advertisement carried in *Good Housekeeping* magazine would be hall marked, with the fact that "it is the truth, the whole truth and nothing but the truth." The profit has worked out to a greater degree than he had ever expected. On over one half million dollars of business carried in a year they had not been able to refund more than $1,000 because of their guarantee. Search was instigated to find why it was that more funds were not called for. He besought his readers to report any complaints against merchandise offered by advertisers through *Good Housekeeping* magazine. Even then they were able to raise the amount of refunds but slightly.

Now *Good Housekeeping* has established a technical institute of experts who must pass on all manner of household appliance, etc., before it will be advertised in the magazine. Fifteen hundred subjects have been passed upon by the director of this institute during the past three years. Three classes are recognized in the reports as made, these being first, approved, second non-commital; third disapproved. All apparatus and subjects coming under the latter two classifications are thrown out and will not be advertised in *Good Housekeeping* Magazine. At the outset the working out of this policy caused the throwing out of $60,000 worth of business in four months, starting off with one $15,000 contract because the manufacturers were not seeking their markets with the truth. For every dollar of such business thrown out of their magazine, Mr. Waldo claims to have taken in $1.00 and more of good busines. The public are responding grandly with their confidence in the advertising carried. Mr. Waldo asserts his belief that the day is coming when 100% of the people will believe every advertisement. He believes that every publisher in order to protect himself and reduce the cost of advertising, will guarantee his advertisers absolutely and make refunds when called for. The buyer will come to feel absolutely safe because of advertising and buy goods because of advertising safeguarding his—the buyer's interests.

* * *

It is our duty to believe every one to be good as long as we have not the proof to the contrary; the world is so large and we ourselves so small that everything cannot revolve around us.

* *

If our follies looked as foolish before as they do after, of how few would we be guilty!

WITH The Toronto Daily and Sunday World the advertiser gets a combined circulation of

129,097

He gets a purely Toronto circulation on the two papers of more than 90,000. ¶ On some of the best streets of Toronto his advertisement goes into more than seventy per cent. of the homes. ¶ It is certainly a fine combination for the man who desires immediate, direct results of the most convincing kind. ¶ For rates and additional information write

The World Newspaper
COMPANY, LIMITED
40 West Richmond St. - TORONTO

MEN AND MEN

A CONTROLLING interest in *Country Life in Canada* has been acquired by F. D. Blakely, formerly of the *Nor-West Farmer*. *Country Life* in *Canada* is published in Winnipeg.

* * *

L. A. Guild is the new managing editor of the Kingston *Whig*. For the past seven years Mr. Guild has been secretary-treasurer and business manager of the *Whig*.

* * *

The best way to make advertising honest is to make honest advertising popular.

* * *

G. G. Rooker, who for the past six years has been associated with the Toronto *Globe*, and its Western Canada representative for over two years, has been appointed advertising-manager of the *Times-Journal*, Fort William, Ont.

* * *

Harry M. Boland, of Toronto, is now located in Montreal as city editor of the *Star*. Mr. Boland was with the Toronto *Star* for nearly eight years.

* * *

The St. Thomas *Daily Times*' "Dollar Day" caused the biggest day's business local merchants have ever known. The merchants took up the *Times*' suggestion to frame up a list of dollar bargains and advertise them in the *Times;* the people did their part by reading the ads. and cleaned up the bargain counters to the wonder of the sellers, who never saw anything like it before.

* * *

William Nokes has become telegraph editor of the Regina *Leader* after service with the Ottawa *Citizen* and the Western Associated Press in Winnipeg.

TWELVE MONTHS OF THE YEAR
REINHARDT'S
Salvador
CANADA'S MOST FAMOUS BEER
IS SEASON PROOF
Call for it any time, or better still keep a case for home consumption. All good dealers can supply you.
Brewed and bottled in the most up-to-date and sanitary plant in Canada by
REINHARDTS' OF TORONTO
INSPECTION INVITED

Novel composition and snappy copy

* * *

C. F. Race, who recently took charge of the Alberta *Homestead*, is making some notable improvements in that publication. It has increased its size to twenty-four pages and reports a circulation of 15,000.

* * *

The Globe, Toronto, recently tendered a supper to sixty delivery boys when valuable prizes were presented for efficiency in distributing this well known daily. The point of the competition was to

The Last Magic

William Brown Meloney

I SING THE SONG of the Ad.—the Honest Ad. I am, Myself, an Honest Ad. I pay my Way wherever I go. I am courted by Men whose Frown sets their Fellows a-tremble. Without me they could not Frown. I am the Engine which turns their Presses' wheels. I am the High Chamberlain of Cleanliness; the Arch Enemy of Disease. I am the Destroyer of Hovels; the Light of Dark Places. I kiss the Hue of Health into the Cheeks of Babes. I smooth the Path of Old Age. I fire the Homing Instinct into the Breasts of Men. I turn their Thoughts to Love. I make Women desire Homes. I am the Builder of Homes—the Garber of their Inhabitants. I make Gutter Gazers look up at the Stars. I am the Torch of Emulation. I am the Reporter of All Progress. I am the Spur of Genius; the Bread of its Dreams I am the Sign of Success. I am Success. I speak in the Tongues of all Christendom. I am Universal. I move Mountains. I make Deserts burgeon in Vines and Golden Wheat, in Towns, in Great Cities. I plume Sea Skies. I fret Rivers—I harry Deep Waters with Traffic. I am the Spirit of Commerce—the Touchstone of Industry. I shall pass with man's Final Thought. I am the World's Last Magic.

have as few complaints as possible from subscribers, and whilst all the boys did remarkably well, no less than five attained one hundred per cent perfection. This speaks very well, indeed, for the company's organization and for the spirit which must animate the whole staff.

* * *

The Calgary *Albertan* plant was burned down early on April 18th, just as the paper was about to go to press. Miss Ethel Hoyden, news writer, at considerable risk, organized a few men and entered the building, saving the subscription books, and office records. This enabled business to be resume just where it left off the previous day. Thanks to the courtesy of J. H. Woods of the *Herald*, the *Albertan* was published on the latter's press. Much sympathy has been accorded to Mr. Davidson in his loss.

* * *

Woman's Century, a journal circulating among members of the many women's clubs and societies in Canada, has made its appearance, and as it is the only magazine of its kind, it should fill a useful purpose. The magazine is being published in Toronto.

* * *

The Toronto Business Show, the first show of its kind ever held in Canada, was entirely given up to the latest time saving devices and best office systems. It was held in Massey Hall from April 24th to 30th and proved an unqualified success.

There were good crowds every day and evening and from an advertising viewpoint it must have proved very profitable to the many exhibitors.

It is certainly a remarkable thing to look back twenty years and realize the strides which have been made in office equipment.

A number of adding machine and typewriters contests took

Attached Ready, No Heavy Lifting
5c makes ironing day pleasant
This Electric Iron will be delivered to your home for free trial. Call, write or 'phone.
That's all it costs for electricity for the usual family ironing if you use an Electric Iron.
Your kitchen is cool; you or your maid are through an hour earlier, and the ironing is better done into the bargain.
Because the Electric Iron is always hot it saves time and many weary footsteps. You avoid scorchings and lessen the wear on the clothes; and
because it's always at regular heat, you don't rub so long on each piece.
There are only a few reasons why thousands of housewives find ease, comfort and economy in the Electric Iron.
It will pay you to test the value of the Iron for yourself by taking advantage of our free trial offer.
Remember, you are not expected to keep the Iron unless you are entirely satisfied. The sale is not considered closed until you are.
The Toronto Electric Light Co., Limited
"At Your Service"
12 Adelaide Street East
Telephone Adelaide 404

Strong appeal to the housewife

place for valuable prizes, several speed artists from the States competing.

The show will be repeated next year.

* * *

Fred Jarrett of the United Typewriter Co. and a member of the Toronto Ad. Club, wont he speed contest for typewriting at the recent Toronto Business Show and thereby receives the title of Dominion

champion. Mr. Jarrett, who defeated several New York experts typed ninety-four words a minute for half an hour and is to be heartily congratulated on his success.

* * *

J. B. Rathbone, representing the Ottawa *Journal* Winnipeg *Telegram* and Montreal *Herald* in Toronto, is now located in the New Tyrrell Building, 95 King St. E.

* * *

W. H. Carswell, advertising manager o the Vancouver *Sun*, has severed his connection with the *Sun*, his place being taken by Ray Thurman, late of the Calgary *Albertan*.

* * *

The final issue of the *Owen Sound Herald* appeared on April 25th. Mr. J. J. Pratt having sold out his interest to the *Owen Sound Sun*.

Mr. Pratt will control the destinies of the two papers in northern Ontario and leaves his native own for the north with the very best of good wishes of the citizens.

* * *

J. F. MacKay, business manager of the Toronto *Globe*, is to be congratulated on his election as Director of the American Newspaper Publishers' Association, the leading newspaper organization in America.

* * *

J. Sullivan, late advertising manager of the *Montreal Witness* has opened offices in New York in Fifth Avenue Building and Peoples Gas Building, Chicago, where he will act as special Canadian representative for a number of Canadian publishers.

His principal representation will be that of the *Montreal Gazette*, the only English morning daily in that city.

* * *

John A. McKay, Publisher, and Wm. Meek, Superintendent of the *Record*, Windsor, were in Battle Creek, Mich., this week, and closed a contract for new press to replace the flat bed Cox Duplex, that now prints the *Record*. It is to be a Tublar Rotary, with a capacity of 25,000 16 page papers per hour. It will be installed about the middle of June.

* * *

On June 3rd and 4th will be held the fifty-fifth annual meeting of the Canadian Press Association in Toronto.

Of special interest at the coming convention will be the report of M. E. Nichols on the results of the investigation he made for the association into the second class postal situation.

After the convention there will be an excursion of the members to the mining camps of Cobalt, South Porcupine, Timmins and to Algonquin Park.

* * *

The Bartholomew Advertising Agency has been established in Montreal by H. Bartholomew, formerly advertising manager of W. H. Scroggie, Limited.

It's an open secret with us, as "Dick" Waldo said at the Toronto Ad Club recently, that

"Service Rendered Need Never Go Unrewarded"

Faith in this principle gave us the courage to *absolutely guarantee* our advertisers to "Our People."

¶ The reward is coming—coming in larger all the time. Although we must bar from our columns 22½ per cent. of commercial advertising offering, and keep absolutely away from more than 37 per cent. of advertising available in our field, FARM AND DAIRY advertising shows a net increase of 55 per cent. ahead of first four months 1912; 86⅔ per cent. ahead of 1911; 134¼ per cent. ahead of 1910.

WE INVITE YOU TO JOIN

with us in profiting through clean, truthful, *absolutely guaranteed* service in FARM AND DAIRY going out to prosperous *dairy farmers* almost exclusively.

You can start to best advantage with our next great Special Magazine—5th Annual—Farm Machinery No.—out June 5

¶ We invite other publishers to join with us in the good and ultimately profitable service of eliminating all the fraud and fake and objectionable advertising, and rendering an absolutely guaranteed service,—

Good, safe and profit-making company for your ad to be in.

FIRST AND ONLY CANADIAN FARM PAPER TO GIVE ITS READERS ABSOLUTELY GUARANTEED PROTECTION

FARM AND DAIRY - Peterboro, Ont.

"A Paper Farmers Swear By"

N. B. We've rendered a big and invaluable service to "Our People" and to our advertisers through a series of Ad Talks weekly in Farm and Dairy giving "Our People" an insight into and an appreciation of advertising. We have these Ad Talks reprinted and bound in convenient form. There is a copy for you if you are interested.

MAKING HISTORY

"Canada Monthly's" new policy should make good

A radical departure in the size and make-up of *Canada Monthly*, now standard magazine size, is to be inaugurated with the August issue.

The increased size is to be 10 inches deep and capable of taking standard magazine size plates, three columns to the page, and the feature of the new make-up is that every advertisement will be alongside reading matter, and no ads. will be bunched as at the present time at the front and back of the magazine.

The character of the literary matter will in no way be impaired in fact the leading Canadian and American writers who are already under contract guarantee a most promising future for this favorite publication.

From the advertiser's standpoint the change will be a most welcome one, and it cannot fail to result in a large accession of advertising patronage.

* * *

The bee that gets the honey does not loaf around the hive.

* * *

The best way to balance an account is to square it.

* * *

And this above all,
To thine own self be true;
It follows as the day the night,
Thou canst not then be false to any man."

Index to Advertisers

MAY, 1913

BRANTFORD
Expositor 29

CALGARY
Herald 14

COBALT
Nugget 10

EDMONTON
Journal 24

GALT
Reporter 30

HAMILTON
News List 30
Spectator 24
Times 10

LONDON
Advertiser 10
Canada Monthly 4
Free Press 14

MONTREAL
Gazette 20
La Patrie 18
La Presse 16
Star 2

PETERBORO
Farm and Dairy 43

REGINA
Standard 32

ST. THOMAS
Times 20

STRATFORD
Herald 20

TORONTO
Acton Publishing Co 34
Baltimore Convention Inside Back
Canadian Countryman 26
Farmer's Magazine 6
Globe ..... Outside Back
News 28
Star ..... Inside Front
Woods-Norris Advertising Agency 22
World 38

VANCOUVER
Sun 28

WINDSOR
Record 14

WINNIPEG
Free Press 8

WOODSTOCK
Rod and Gun 12

10,000 Business Men Will Gather Here

This is a picture of the spacious Fifth Regiment Armory in Baltimore. The sessions of the ninth

Annual Convention of the Associated Advertising Clubs

of America will be held here June 8 to 13, 1913. Delegates from one hundred and thirty five American and Canadian Clubs, and thousands of other advertising and business men will be present. Great Britain, Germany and other European countries will also send strong delegations.

The meetings will be addressed by the most forceful and interesting speakers among the successful advertising buyers of the country—men who have successfully conducted epoch making campaigns. Open departmental and other special sessions will be devoted to the problems of the various branches and phases of the great business of advertising. Here every man will have an opportunity to say his say, and those who have solved the perplexing problems of modern publicity and merchandising will tell their audiences how they did it.

In addition to these business meetings, nearly every pulpit in Baltimore will be occupied on Sunday, June 8th, by prominent advertising men, who will tell how closely advertising is linked with the religious and social progress of our time.

The evenings will be devoted to a series of unique entertainments to which all delegates and guests will be invited, and throughout the whole convention, Baltimore will more than maintain her enviable reputation for warm, generous, open-handed hospitality.

You do not need to be an advertising club member in order to be welcomed at this convention—all business men are invited. If you cannot come yourself, send your advertising or sales manager. Make your plans now—write to the address below for the full program of the convention, hotel accommodations, etc.

Associated Advertising Clubs of America

Convention Bureau

1 North Calvert Street

Baltimore, Md.

The Globe

TORONTO

CANADA'S NATIONAL NEWSPAPER

A SAMPLE LETTER

" Brantford, Ont.,

Business Manager, March 12, 1913

'Globe,' Toronto, Ont.

Dear Sir,—

We are glad to say that through advertising in The Globe recently we have sold the Partlo Mill in Ingersoll; also the Morrison Flour and Feed Business in Petrolia, and we have good prospects of closing up another concern in a live town. No doubt you will be glad to know of these sales being made through the medium of your paper, to which we have subscribed for forty-two years or more.

Yours faithfully,

(Signed) S. G. READ & SON, Limited."

The Globe

TORONTO

CANADA'S NATIONAL NEWSPAPER

ol. 6 JUNE—1913 No. 6

Economic Advertising

CONTENTS

PAGE

Straight Talks 1

Toronto 1914—'Frisco 1915—Advertising Advertising—Sermons of Service—Should Honesty be Paraded?—Plan in Advance—The Ideal Ad.

The Building of Advertising Copy . . 11

Nationally Advertised Goods vs. The Mail Order Trade 17

Recent Ads.—Good and Otherwise . . 23

Selling Power of Suggestion 31

What Advertising Is 34

Canadian Press Association 35

What's Doing at the Ad. Clubs . . 37

More for Salesmen—Less for Advertising 40

Men and Media 41

WOODS-NORRIS LIMITED
PUBLISHERS
MAIL BUILDING, TORONTO, CANADA

Interesting Facts Regarding ADVERTISING RATES

Advertisers will be interested in knowing that the advertising rate of The Star (although it has the largest circulation of any daily newspaper published in Ontario) is less than half the average rate per inch per thousand of circulation of the newspapers in Canada and the United States.

The Star's minimum rate per inch per thousand of circulation is .0107 cents, while the average rate of the papers in Canada and United States is .0233.

No newspaper in Canada gives its advertising patrons as much publicity or as good results for the amount of money spent as

The Toronto Daily Star

Write to the advertising manager or any reputable advertising agency for a copy of latest rate card and detailed circulation statement.

UNITED STATES REPRESENTATIVES:

NEW YORK Chas. H. Eddy, - Metropolitan Building
CHICAGO - Eddy & Virtue, - - People's Gas Building
BOSTON—C. H. Eddy, - - - Old South Building

Economic Advertising

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.
Condensed Rates, 3 cents a word; Minimum, One Dollar.

Vol. 6. Toronto, June, 1913 No. 6

STRAIGHT TALKS

TORONTO 1914—'FRISCO 1915

ERE this number reaches you, Baltimore Convention will be in full swing, so that we are precluded from giving any full report of the doings, but you may be assured that an ample report will be found in our next issue.

The Ad Club movement has our heartiest support—it stands for everything that is best and cleanest in advertising, and merits the closest co-operation of every advertising man.

Everything points to the selection of Toronto as the 1914 City, and the probabilities are that 'Frisco with its big Panama Exposition will receive the honor in 1915. From an advertising point of view, the advent of this body of leading advertising men of the world and the publicity accompanying it must prove of inestimable value to Canada in general and to Toronto in particular.

The work of providing for such a huge convention will be a strenuous one and should by no means be allowed to fall upon the shoulders of a few enthusiasts. Whole-hearted co-operation between the advertising men, the newspapers, city authorities, the Board of Trade, and the manufacturers and retailers of the city alone can make the Convention a success.

We got many pointers from Boston, more from Dallas and it will be very surprising if the way that Baltimore handles her visitors will not be able to teach most valuable lessons.

Here is a good slogan for the Toronto Ad Club, "Toronto Can—Toronto Will," and if we all will work together in this spirit, we will just be able to show our Cousins South of the Boundary line, and our visiting delegates from the Old Country and many Foreign States that Canada is prosperous, aggressive and wide awake all the time.

A Wager Lost

A MAN once lost a wager involving a silk hat and a suit of clothes because he failed in a day's search to find a single household in English-speaking Montreal where the Star was not received regularly.

The Star's circulation is actually far in excess of the number of English-speaking families in Montreal.

The Star's circulation exceeds, by more than 30,000 copies daily, the combined circulation of all the other English newspapers of Montreal, morning and evening.

In order to avoid useless and wasteful duplication, most leading advertisers use the Star exclusively to cover English - speaking Montreal.

For rates and other particulars write the Advertising Manager.

The Montreal Daily Star

Canada's Greatest Newspaper

ADVERTISING ADVERTISING

WE believe that our readers will follow with the greatest interest the new series of advertisements which, commencing June 2, will be running for some time in over 100 leading Canadian dailes to advertise advertising.

The series of 45 advertisements is a most comprehensive one, and the first seven advertisements in this campaign will have as their purpose, the advisability of continuity of advertising during the summer months. They will strive to show the fallacy of the policy of so many advertisers who eliminate or materially cut down their advertising during the hot weather. They will emphasize the fact that such a policy inevitably leads to a loss of business momentum which has to be regained at a great cost in the fall.

In addition, they will indicate how summer advertising may be used to stimulate the activity of customers and probable customers to more extensive purchasing during the hot months.

Following these ads, will be a series explaining the real functions of advertising and they will serve a double purpose of creating greater confidence in advertising and advertised goods among the general public, and of interesting non-advertisers in the value of advertising as applied to their respective products and service.

The campaign will conclude with advertisements dealing in a general way with the cost of advertising in Canadian publications.

More than two million lines of space is being given by Canadian newspapers to this campaign, and it cannot fail to prove of the very greatest benefit to every manufacturer in the awakening of the general public to the value and advisability of purchasing advertised guaranteed articles.

SERMONS OF SERVICE

POSSIBLY the most remarkable thing in connection with the Ad. Club Movement is the extension of the real idea of the word "Service."

In Dallas last year on the Sunday previous to the opening of the Convention, a number of local pulpits were occupied by leading advertising men, and their theme was just the slogan of everything that is best in good advertising—Truth and Honesty.

This feature is to be repeated and enlarged in Baltimore on June 8th, and those fortunate enough to listen to the 30 lay-speakers who will occupy so many leading pulpits in this city, will surely come away with a higher conception of what the best kind of advertising represents.

Many of our readers do not have the opportunity of perusing the very excellent journal of the Associated Ad. Clubs of America,

AN invitation is extended to all our advertisers, present and prospective, to visit us in our new home.

We will give you a hearty welcome, show you over the offices and plant, and won't talk business unless you insist.

SATURDAY NIGHT

Toronto, Canada

"The Paper Worth While"

Associated Advertising, and we think no apology is required for quoting briefly on this subject from their last issue.

"The work of advertising men, when it is done in service of society, is Divine, Service. All service is Divine, all workers are Holy Men, the merchant, the manufacturer, the banker, the teacher, the preacher, the advertising man. All are workers in an institution whose head is the Greatest Executive of all.

"Advertising men are the greatest educators of their time, they tell the world the offerings of Science, of Art, of Literature; they teach millions; substitute good for bad and better for good and best for better. Not only do they minister to the needs of the body, but of the mind and of the spirit. They place in the home all those inventions which make for human growth. Without them, the telephone, one of the most neighborly of all instruments could not have found its way into the service of millions. The automobile, one of the greatest standard raisers of the age, owes to advertising men much of the power it has to serve both homes and businesses.

"Because of the work of advertising men, the power of all of us to serve society has been increased. Many food products manufactured to strengthen the bodies of men and women, are carried by the help of advertising into the homes of the world; books filled with ideas that thrill one's soul like organ chords are by the help of advertising sent forth to minister to the peoples' mental needs. Magazines and newspapers filled with messages of education and inspiration are enabled to serve because of advertising men.

"Without advertising, the standards of the world would sink lower and lower. With advertising, handled by men of vision, men of ideals, the standards of all men and all women are surely ascending. The greatness of their work, its power to serve, its worth to the world, will be told on June 8th to the huge congregations of these Baltimore Churches. These will be stirring times, epoch making events, and will serve to show as nothing else possibly could, that advertising—good honest advertising—is at last coming in to its own."

This feature of the Convention alone should be worth the trip.

SHOULD HONESTY BE PARADED?

WITH reference to a recent article on safeguarding the public against that greatest of salesmen "Advertising," an interesting correspondence has taken place. This article described a novel departure made by one of our farming papers who give an *absolute guarantee* that every advertisement inserted refers to worthy goods, and the correspondent in question takes exception to such parading of honesty. He produces an interesting argument, from which we cull the following:—

If a man came into your office and there was a five-dollar bill

The literary excellence and the splendid get up of the

Canadian Magazine

have made it prime favorite with the better class of Canadians.

Our advertisers, makers of the highest grade products, stay with us year after year, proof positive of the pulling power of ads in the Canadian Magazine.

Ask any reputable agency, or write us direct.

The Ontario Publishing Co.
LIMITED
15 Wellington St. East, Toronto

The Woman's Supplements

are now twice-a-month features of the CANADIAN COURIER instead of once a month as formerly. These supplements are published on the first and third issues of every month. In addition, we publish in the ordinary issues at least a page of matter of special interest to women.

The advantage of this feature of the CANADIAN COURIER for advertisers who are appealing to women should be obvious. That the CANADIAN COURIER has met with favor at the hands of this class of advertiser is indicated by the large volume of advertising appealing to women we are carrying every week, and more particularly in our WOMAN'S SUPPLEMENT issues.

Let us send you a copy of our latest WOMAN'S SUPPLEMENT issue, together with fullest additional particulars.

THE
Canadian Courier
TORONTO, CANADA

SWORN CIRCULATION 28,000

on your desk, and suppose he made no attempt to steal it, what sort of a man would you judge him to be if he took the trouble, on leaving your office to go outside and advertise the fact broadcast?

In the past, millions of dollars of good money have been spent by the public in response to advertisements that were swindles, pure and simple, and the publishers who accepted these ads. were just crooks. But because the crooks are waking up to the fact that it pays to be honest, why should it be necessary to proclaim their honesty from the house-tops?

Would it not be better for a seller of advertising space, and who is just awakening to his responsibility to the public and to his readers, and for that reason is refusing doubtful or questionable ads., to do so quietly and with dignity, and not advertise the fact any more than any honest man would do, who refused to steal that unprotected five-dollar bill?

The reply to this letter is equally interesting, and the letter of the advertising manager of the paper in question contains the following justification of their action.

The moral consciousness of the public, as regards the acceptance of questionable advertising has not yet been aroused, proof of this being easily found in the fact that most of our biggest Canadian dailies carry a large amount of questionable and objectionable advertising matter.

By many we are considered cranks and faddists, and instead of being given credit for the stand we have taken, we are considered to be working on poor business principles. While we may be excused for tooting our own horn a little for the stand we have taken, it must be realized that we are endeavoring to mould public opinion along these lines, and thus benefit the cause of advertising in a general way.

We think the paper in question deserves nothing but commendation for the stand it has taken. While it is not alone in the "cleaning-house" process, the number of journals who have done so is so small that they can be justifiably proud of themselves and a little shouting on their part is good advertising and doesn't do anybody any harm.

PLAN IN ADVANCE

A LARGE proportion of the advertising campaigns that are written down as failures can be attributed to lack of time and thought given to preparation. Many advertisers find the months starting with the end of September the most profitable to advertise, and it is quite certain that, if the summer months were utilized to plan and make early preparation, the advertising would have added value.

No advertisement or advertising design is ever quite so good, but that the advertiser when he sees it in print feels that there are

The Canadian Countryman has now a circulation of over 32,000

The circulation of this magazine is growing steadily, and, with the organization that has been developed—covering all sections of Canada—we should have no difficulty in passing the 50,000 mark by the end of the year.

Through a system of persistent follow-up, and intelligent co-operation, we have been getting increasingly good results from our more than 300 local agents. One man, working in a section of Eastern Ontario, sent in 42 new subscriptions last week, and in his report described the class of readers that he had secured. Eight of them own farms of 200 acres, and four own farms of 300 acres. The others were farmers of a good average type.

The better class of farmers all through the Dominion have shown their appreciation of THE CANADIAN COUNTRYMAN first of all, by becoming subscribers, and, as well, a considerable number of them have favored us with their written commendation, and with valuable suggestions as to how we can add to the interest of our editorial pages.

THE CANADIAN COUNTRYMAN has established itself solidly in the farm field, and there is every evidence that it has a strong grip on the interest of its readers—not only the farmers themselves, but their wives and daughters also. The editors of this magazine have under way plans for further development that will be announced shortly, and which will add considerably to our efficiency in serving both readers and advertisers.

We have already produced really exceptional returns to various advertisers—in some cases as high as four to eight times the result secured from the best of old-established farm papers. This is accounted for in the fact that the character of this magazine guarantees to advertisers a very lively interest on the part of our readers—that we appeal to the farmers of Canada in a new way—that we promote a fresh viewpoint regarding the great business of farming.

Any information desired regarding circulation, etc., will be furnished promptly and definitely.

The Canadian Countryman Pub. Co.
LIMITED

60 Colborne Street -:- -:- -:- Toronto

T. J. Tobin, Advertising Manager

some points in which it might have been improved, and the best way to make sure that all the improvements possible have been made, is to plan well ahead so as to allow ample time for every possible alteration and improvement.

Canadian advertisers will be well advised to get busy with their advertising agents during the summer months. More consideration can then be given to the question of appropriation, and it will certainly give the agent a chance to produce more effective advertisements, if he is not called upon to handle a rush job. There is a great deal more in this than is generally recognized, and far too many advertisers leave things until the last moment and then expect copy to be prepared, drawings to be made, ads. to be set, and electros sent out, all in such a limited time that it is more by good luck than anything else if a satisfactory job is turned out.

THE IDEAL AD.

SIX points, at least, claimed Samuel E. Webb in a recent address, must be considered as the requisites of efficiency in any ad., whereby the functions of advertising can be expressed to the best advantage of the advertiser.

First, the selection of the proper medium. This may be determined by the class of readers to be reached. It may be the general masses, or certain clases; it may be consumers or confined to dealers. The nature of the article or service to be advertised will also affect the selection.

Second, the language used. An advertisement is no place to display one's familiarity with the dictionary or encyclopedia. The shortest, plainest Anglo-Saxon words will get there quicker than long words of doubtful meaning. Trade expressions and technical terms are to be avoided in addresing the general public. Whenever it is necessary to introduce technique, proper explanation should be made.

Third, to tell the truth, not merely as a matter of ethics, but because it pays good dividends. It is a solid foundation upon which confidence may be built and becomes a real asset in any legitimate business; furthermore, truth enlarges the influence of advertising beyond the actual reader—it radiates to the reader's friend and circle of acquaintances.

Fourth, repetition. One advertisement of anything seldom produces results adequate to the expenditure involved. The impression is intensified through repetition and the subconscious mind records the fact often without any realization on the part of the reader. A thought is often brought to the surface of the mind and acted upon as an original idea, which, in fact, was a

WITH The Toronto Daily and Sunday World the advertiser gets a combined circulation of

129,097

He gets a purely Toronto circulation on the two papers of more than 90,000. ¶ On some of the best streets of Toronto his advertisement goes into more than seventy per cent. of the homes. ¶ It is certainly a fine combination for the man who desires immediate, direct results of the most convincing kind. ¶ For rates and additional information write

The World Newspaper
COMPANY, LIMITED
40 West Richmond St. - TORONTO

result of the influence of an advertisement unconsciously recorded at some previous time quite remote to the action.

The fifth and sixth factors in efficiency of advertising deal with the manner in bringing the reader to a favorable conclusion.

There are only two ways in which a man is influenced to act—through logic or reasoning and through suggestion. Every normal person demands more than the opinion of the seller regarding his own goods when it comes to giving up good money for them. He would rather know the facts or points of merit and form his own opinion as to whether he will derive the benefit. Just because an advertiser thinks well of his own stock is not a good reason for the reader to buy. Especially is this true when any considerable amount of money is invloved.

Suggestion, however, does play a big part in advertising. Whenever a strong suggestion is placed in the mind of a person, the tendency is to act upon it. The potency of a direct suggestion may be defeated, however, because a contracting suggestion arises in the mind; in other words, an auto-suggestion.

A positive suggestion crystallizes the thought of the reader for definite expression in action. It is also the shortest cut to immediate results. While a direct command is the most powerful suggestion that can be employed, its force is limited. A man may buy a newspaper or a package of breakfast food because the newsboy yells at him or the billboard tells him, but to convert him into a customer for a piano store or automobile house, the mere suggestion would not get his money. He would have to be shown points of merit and reasons set forth before he would part with his own cash.

THE BUILDING OF ADVERTISING COPY

By Prof. G. B. Hotchkiss

THE writing of advertising differs fundamentally from the writing of literature, for literature is written for expression, and to stimulate thought. Advertising is written for *impression* and to stimulate *action*. Literature is written from the writer's viewpoint; advertising must be written from the reader's viewpoint.

There are three factors to consider in writing advertising, the reader, the subject, and the advertiser, and they are ranked in the order of their importance. Always the reader is the most important, and to get him to the buying point, four functions are necessary: attraction, desire, conviction, and stimulating action.

You attract either with a mechanical stimulus like display, or

HAMILTON NEWSPAPER UNION LIST

is composed of country newspapers with a genuine subscription circulation.

□

More than 75 per cent. of all the newspapers in Canada are Country Weeklies.

□

No advertising proposition can stand beside continuous space in the Local Publications when country people are to be reached.

□

Country trade is valuable, and sticks. It is useless trying to capture it except through the Local Weekly.

□

The largest and most successful advertisers invariably use our list of Country Weeklies.

□

Sworn Circulation for 1912, 2,389,764

Weekly Average, 45,957

Hamilton Newspaper Union
Hamilton, Canada

THE

STRATFORD BEACON

Stratford, Ontario

Weekly, Established 1854
Daily, Established 1887

Absolute Guaranteed Circulation of over

3000

The Beacon doesn't sacrifice quality for quantity of circulation.

It is a newspaper first, with special up-to-date telegraph news service, and a wide-awake home department.

Sells at 2 cents a copy and gives excellent value to both advertisers and readers.

Rate card and sworn circulation statement on request.

W. M. O'Beirne
PROPRIETOR

with copy that at the very beginning has an appeal to the reader's interests and that is linked relevantly to the article or proposition you are trying to sell. A gripping headline that touches the reader's interests, like "Guard Your Purse" would be effective only if related to an article or proposition that actually achieved this end—a watch guard, or burglar insurance, etc. You could not link it up effectively with corset copy.

To hold the reader's attention, it is necessary to minimize his mental strain, that is, to economize his attention, and to do this, three qualities are necessary--clearness, conciseness and correctness. Select the main selling point of your article, the point which distinguishes it from all competitive articles, and concentrate your arguments on this point. You can use either qualities, but they should be subordinated to the main argument so that when the reader gets through, your main selling argument is firmly fixed in his mind. The strongest kind of appeal is to self-interest, although there are other strong qualities appealing to fundamental instincts such as utility, economy, maternal instinct, pride, etc. But if, for example, your article is such that it is possible to use the health appeal, make that quality dominant, and subordinate the others.

The third function is conviction, and that is achieved either by argument, by repetition, some form of evidence or it is simply implied. Evidence is obtained either through the reader's own knowledge or experience or a test he can make, or through the testimony of others.

Let us assume that we have attracted the reader to our proposition, have made him want it, and have convinced him he ought to have it. It is now necessary to stimulate him to do something in the direction of getting it. There are three different methods: the direct command, like "Get it

Nothing to do but
watch the stitches
No device can be more useful to the woman who sews than the General Utility Motor.
The sewing machine itself has relieved her of the tediousness and eye-strain of hand needle-work. But the General Utility Motor goes it one better. It does away with the drudgery of operating the treadle—a drudgery that becomes especially hard and tiresome where the material is heavy and the task long
With this last objection removed, sewing becomes a wholly interesting and pleasure-like pastime
All that remains to do with a General Utility Motor attached to your machine is to watch the stitches and guide the material.
Sew fast—sew slowly—it's all the same. You can start the machine when you like, you can stop it when you like—INSTANTLY
Cost of operation? Less than a cent an hour.
Women who have tried the General Utility Motor are enthusiastic over it. You will be, too, when you see what it does.
See the demonstration in the Adelaide Street window
The Toronto Electric Light Company, Limited
"At Your Service"
12 Adelaide Street East
Telephone Adelaide 404

Splendid example of really forceful publicity

to-day," or "Buy it by the box," and this is based on the fact that a man will be wakened from a state of inertia by a direct command to do something.

The second method is to make the action easy or look easy. When you put a coupon at the end of an advertisement you actually make it easy for the reader to buy the article. When you say "Let the Gold Dust Twins Do

"For those who like news that is news, placed before them without hysterical trimmings and faked facts, The Gazette is a most satisfying newspaper."
—*Montreal Saturday Mirror, May 31, 1913*

The reputation of THE GAZETTE as a reliable newspaper is one of the facts which make its circulation in Montreal so valuable to advertisers.

The Gazette - Montreal

For Eastern Canadian and American manufacturers there does not exist on this continent a better or more profitable field in which to market their goods than

THE CITY OF VANCOUVER and THE PROVINCE OF BRITISH COLUMBIA

That of course is in *this* year of 1913. What it will be ten or fifteen years hence is quite removed from the region of surmise because then, and likely long before then, this coast will be producing all that we now have to import. But now the field is ripe and open to almost everything the East can manufacture.

THE SUN

A morning paper published in Vancouver every week day during the year is sold to

100,000 SUBSCRIBERS)
121,000 READERS) **DAILY**

21,000 and over individual Subscribers daily

IT IS GROWING—Like everything else in the West.

Published in Vancouver, B.C., every week day by

The Burrard Publishing Company, Limited

Eastern Canada Representative
EDGAR J. GUY, - CANADA LIFE BUILDING, - TORONTO, ONTARIO

Your Work" you apparently take some work off the reader's shoulders. Explicit directions as to how and where the article can be obtained, and a list of dealers, are all variations of this method of making ordering easy and a stimulus to action.

The third method of stimulation to action is furnishing some inducement by offering a free sample or an attractive or useful booklet. Again, you can make a man act by saying the offer is only for a limited time. "Do it at once or the opportunity is lost," etc.

The ideal piece of advertising copy contains all four functions: attraction, desire, conviction, action, but occasionally the limitations of space make it necessary to confine advertisements to one or two functions. If I were limited to using two words, I should use the stimulus to action coupled with the name of the article—"Use Sapolio," "Drink White Rock."

In constructing your complete sales appeal, unity is the first principle. Unity means picking out the most important appeal, and basing all your copy on it. Every other idea that is non-essential should be eliminated or if others must be mentioned, they should be subordinated to your main, central idea. Occasionally advertisers will give equal emphasis to two wholly unrelated ideas like "sanitary" and "beautifying" qualities both in one advertisement; or they give a complete catalogue of qualities, with the result that the reader's mind is confused and he retains no permanent impression of any one argument. It is better to say one thing well than many indifferently, and it is better to get one message over than to catalogue all the things that can possibly be said about the article.

Sift your material, decide on the main point and how you will relate other ideas, and arrange the material so that it economizes the reader's attention and he grasps your thought. Arrange your arguments in the order of function—attraction, desire, conviction and stimulus, which means starting from the reader's viewpoint and bringing him to the thing that interests you—his order.—*The Efficiency Magazine.*

Never Go Back

on a good thing and you will be successful.

In Newspaper Advertising

you have many mediums to select from, but the one best in Western Ontario is

THE LONDON ADVERTISER

Over 18,000 guaranteed circulation.

London Advertiser Co.

LONDON - ONTARIO

You as a Manufacturer
OR
Wholesaler
Should Consider Seriously

Just what it would mean to have the name of your product placed before the people of Western Canada

Western Canada is being peopled with thrifty and intelligent settlers, who, as a class, are generously endowed with worldly goods more than were the pioneers of some few years ago, and as a consequence are enabled to develop their holdings more rapidly.

To the Eastern Canadian manufacturer or wholesaler seeking a broader market for his products the development of the Canadian West is of the utmost importance, for it is undeniably true that business follows the plow—and without delay.

In the matter of advertising, Western Canada should be treated as a separate and individual proposition. Your advertising campaign should be purely Western, a newspaper campaign directed to Western Canadians.

To get practical "Cash Box" benefits out of your advertising in Western Canada you should associate with

The Free Press of Winnipeg

and also a well selected list of further Western dailies. However, any of the recognized standard advertising agencies can advise you ably on the point.

EDGAR J. GUY, Eastern Canadian Representative, 65 Canada Life Bldg., Toronto

NATIONALLY ADVERTISED GOODS versus THE MAIL ORDER TRADE

By Weston Wrigley, Manager "Hardware and Stove Journal" and "The Retail Grocer"

TO understand the trade paper and its place in assisting the selling departments of manufacturing and wholesale institutions, it is necessary to review the changes which have been and are taking place in the methods of merchandising.

Half a century ago, the merchant used to go to market once or twice a year and buy all his season's requirements of goods. Credits were long and profits correspondingly large. As the country opened up and competition became more keen, and as the manufacturing industries developed, stocks of goods were easier to procure and it became unnecessary to buy in such large quantities. Instead of the dealer coming to market, the market, through the medium of the commercial traveler, went to the dealer.

The dealer, having lost the educational advantages of buying at first hand from the manufacturer or wholesaler, found himself in need of some means of keeping informed regarding prices and new lines of goods being introduced. The market bulletin, the forerunner of the modern trade paper, therefore, came into existence and supplied this want.

The merchandising problem of to-day, however, is the problem of distribution and the retail merchant who develops his selling organization and succeeds in getting the largest turn-over, is the merchant whose trade is sought after by manufacturers and wholesalers, they being only too anxious to give him the advantage of their lowest prices in order to secure his trade.

The wise merchant, therefore, does not waste time in haggling over prices, but secures as many special agencies as possible of nationally advertised and price maintained goods and concentrates the efforts of his staff upon developing new plans for increasing the volume of his sales.

Trade papers are now paying less attention to market reports and greater attention to articles on store salesmanship, methods of advertising, arrangement of goods, development of special selling plans, reviews of new lines of goods, etc. The modern trade paper is well printed and aims to secure a thorough circulation, including both merchants and clerks, publishers of trade papers aiming to make merchants of store keepers and salesmen of clerks.

Trade papers undoubtedly save the time of the salesmen in introducing new lines of goods to retail merchants, and as an aid to salesmanship their existence has been justified. They have also on many occasions proved of value in helping the merchants scattered through the country in organizing and acting unitedly in preventing the enactment of legislation which would be injurious to the merchant

What Western Canada Offers You

There is a big market in Western Canada for almost every kind of manufactured article. This market can be developed through newspaper advertising.

In Saskatchewan the one paper with a really provincial circulation and influence is THE REGINA LEADER.

The guaranteed, sworn circulation of the LEADER for 1912 was 11,796—daily average. This is guaranteed larger than the combined circulation of all other daily papers in Regina. THE LEADER is the only paper in this city issuing sworn circulation statements. During 1912 THE LEADER carried 10,092,530 agate lines of paid advertising as compared with a total of 9,385,160 in the other two daily papers in Regina.

Morning and evening editions.

All advertising goes into both editions at the one cost.

THE
LEADER PUBLISHING CO.
LIMITED
Regina - - Sask.

Eastern Representative:
Edgar J. Guy, Canada Life Bldg., Toronto.

U. S. Representative
H. DeClerque, 800 Mallers Building, Chicago.

Quality Circulation

More and more the advertiser is appreciating the fact that quality in circulation counts. We discarded the cheap subscription canvass years ago and bent our energies to secure quality circulation and to-day subscriptions to the

London Free Press

are from the intelligent, progressive men and women of London and Western Ontario. As an advertising medium it practically stands without a competitor in that district.

The circulation is guaranteed to be over **32,500** paid.

For rates enquire of any authorized advertising agency or our special representatives in all principal cities.

THE LONDON FREE PRESS PRINTING CO. LIMITED
LONDON, CANADA

EDGAR J. GUY, Toronto Repres., 65 Canada Life Building, Toronto

The Windsor Record

Now offers its patrons a daily circulation of 5,500 and a semi-weekly circulation of 5,300. It, and it only, covers the Essex County territory. This is an increase of 25 per cent. in the past six months, and it's still growing.

Jno. A. McKay, Publisher

and residents in the smaller towns and villages and farming community. Large mercantile interests in the cities can more readily exert political influence than the merchants scattered over hundreds of miles of territory in small communities and as the prosperity of any country is largely dependent upon the development of the rural sections, the trade paper undoubtedly has a mission to perform in binding together the merchants engaged in different classes of trade.

Manufacturers of trade marked and nationally advertised lines of goods are also interested in curbing the tendency towards centralizing trade in the larger cities as it is well known that the large mail order houses are becoming manufacturers as well as retailers, and as they increase the volume of manufacture of their own brands of goods, the sale of articles made by national advertisers must suffer a decrease. Trade papers, therefore, are performing a service to manufacturers of trade marked lines by assisting in the maintenance of their national market. An increasing number of advertisers are using the trade papers to educate the merchants and clerks regarding the selling points of their goods, considering this class of publicity equally as necessary as the use of daily papers, magazines farm journals, booklets, bill-boards, demonstrations, etc., to interest consumers and bring buyers to the retail stores where their lines are on sale.

The recent establishment of a magazine known as *Good Storekeeping* by the publishers of *Good Housekeeping*, indicates the growing importance of the retailer in the scheme of distribution in the minds of the manufacturers of nationally advertised articles in the United States. *Good Storekeeping*, like the *Saturday Evening Post*, is co-operating with the trade papers in making retailers more familiar with the advertising manufacturers of branded lines are doing.

The Canadian census of 1911 shows that 158 towns and villages in Ontario, Quebec, and the Maritime Provinces actually decreased in population during the preceding ten years, although this was the period of Canada's greatest growth. Even in Canada the movement of population is cityward, with its resultant quota of slums, crimes and bargain sales.

A traveller returning from the Maritime Provinces recently told of thirty of his customers having gone out of business in one year and another traveller told of fourteen hardware stores being offered for sale on one trip between Guelph and Owen Sound. Yet a few magazines and some daily papers carrying mail order advertising are agitating for an extended parcels post system, claiming that it will benefit the farmers.

Decreasing the number of merchants in rural districts means a lowering of property values, decreased assessments, poorer schools, churches, and opportunities for education and entertainment. It means poorer roadways and more

The Hamilton Spectator

THE MONARCH OF ITS FIELD

If you wish to move your merchandise in Hamilton **concentrate** on THE SPECTATOR. A costly medium makes advertising cheap, a cheap medium makes advertising costly. The **right** medium makes advertising **inexpensive** and **profitable**. These are facts which Hamilton advertisers have learned by years of experience. These are the reasons why outside advertisers should follow the lead of the local merchants. Concentrate, and let us prove the worth of THE SPECTATOR to you.

Spectator Printing Company, Limited

HAMILTON, ONTARIO

THE LIVEST PAPER IN A LIVE TOWN

You can talk with conviction to the prosperous and intelligent residents of Edmonton and District and achieve splendid results by using the advertising columns of the

EDMONTON JOURNAL

THE JOURNAL leads its field not only in circulation, but in news and amount of advertising carried.

Sworn Circulation 14,625 copies Daily.

Your Spring Advertising Campaign should start with our next issue.

Canadian Newspapers, Limited—Journal Branch

M. R. JENNINGS, Editor and General Manager

JOHN MacLAREN, Business Manager

East. Representative: E. J. Guy, 65 Canada Life Bldg., King St. W., Toronto

calls upon the Provincial and Federal Governments for assistance. Mail order houses do not pay any taxes in country districts—nor their fair share of taxes in cities.

Fewer country stores means fewer retail customers for manufacturers who do national advertising. A reduction of the number of buyers means keener competition, more quantity buying, lower prices, smaller margins of profit, and a lessened opportunity to establish and maintain re-sale prices. A narrowing market for the manufacturer means a reduction in the amount of national advertising and as the mail order houses prefer to use the cheap dollar editions of the metropolitan dailies, placing the business direct, the country weeklies, small city dailies and the advertising agencies will share in the loss.

Mail order houses are in business for the profit there is in it, and they find greater profit in selling a brand of goods they control than in selling quality goods backed by the manufacturer's guarantee. Very few nationally advertised articles are listed in mail order catalogues. In the largest Canadian mail order catalogue, about two pages out of over three hundred are given to featuring nationally advertised lines. There are several widely advertised brands of paints, for example, but they are not advertised or sold by mail order houses.

Price is the first consideration with mail order houses and their advertising policy is to lead consumers to believe that they sell cheaper than competing merchants. But, as a rule, the articles sold at lower prices are correspondingly low in quality. Misrepresentation is common in United States mail order catalogues, by over-drawing illustrations and descriptions of goods, but the policy of Canadian mail order houses is not so objectionable in this respect, possibly because our business principles are more a reflection of British than American ideas.

As 90 per cent. of the goods sold at retail are sold by merchants, instead of mail order houses, there is a danger of manufacturers killing the goods that are laying their golden egg, by conceding too much to the mail order buyer with his ready cash. The retailers in the United States are already up in arms against the practice of giving an extra ten per cent. or more to mail order houses. The retailers are demanding to be put upon the same price basis or they, too, will establish their own factories. With mail order factories and retailers' co-operative factories, the manufacturer's market will be further narrowed and the resulting competition will tend towards a lowering of the quality of goods sold to the public.

It would be folly to deny that mail order houses have not won a place in present day merchandising and that they will increase their sphere of activity unless town and country merchants adopt new methods to win and hold the trade of possible customers in their various communities. The mail order

If You Would Reach
The Homes of 15,000
Intelligent and Thrifty
Buyers in Hamilton, Ont.

USE

The Hamilton Herald

FEARLESS—PROGRESSIVE
INDEPENDENT—INFLUENTIAL

A CLEAN PAPER
A HOME PAPER
A CITY PAPER
THE PEOPLE'S PAPER
THE PAPER FOR YOU

"TELLS THE NEWS AND TELLS IT FIRST"

Advertising Rates on Application.

The Herald Printing Co. of Hamilton
LIMITED

Hamilton -:- -:- -:- **Canada**

house is here to stay, it has and will do good in forcing competitors to brush up their selling methods.

But the mail order merchant should pay his fair share of taxation and he should not be given special legislative privileges. The proposed parcels post system, if on the zone system, gives the country retailer a gambler's chance to hold a share of his trade, but if the c. o. d. system is tacked on, as Postmaster General Lemieux tried to "put it over" six years ago, and as U.S. Postmaster General Hitchcock did "put it over" on the last day of the Taft administration, the dice are loaded against the country merchant and every postoffice is made a branch of the big city stores.

Manufacturers who are wide awake enough to take advantage of the publicity methods of to-day ought also to be farseeing enough to recognize that their future success, like that of the property-owning farmer, lies in helping to establish a rational merchandising system in which retailers will construct their business upon the foundation of nationally advertised goods, the quality of which is backed by the manufacturer's guarantee. National advertising provides the trade wind with which retail merchants can with greatest success and easiest endeavor sail their businesses into the harbor of success, and, on the other hand, not mixing the metaphors too much, the town and country retail trade is the stream offering the least dangerous rapids for national advertisers to navigate through.

RECENT ADS.—GOOD AND OTHERWISE

By The Captious Critic

I am going to be charitable and not let you into the secret of what paper it was from the front cover of which I clipped this ad. of "Success Hosiery."

Apart from the utter fallacy of the argument, I cannot conceive that the whole revenue of this paper comes through their circulation, and that the advertising patronage is just sufficient to pay the office boy's salary.

This argument that advertising is an expense and not an investment has been exploded a thousand times. Advertising does not increase the cost of any article, provided the article is right and the advertising properly written, and judiciously placed, nor does the consumer have to bear the burden. It is conceded by every advertising authority of note that by increasing the demand for an article, advertising in every case lessens the cost of production and so enables the manufacturer to decrease its cost.

I wonder if the writer of this ad. would like to take the trouble to enquire of any successful Canadian advertiser and it might be possible for him to get into his "noodle" the fact that good advertising never

The Calgary Herald

Alberta's leading journal will soon be in its new home, one of the finest newspaper buildings in Canada.

CALGARY Has Grown—
So Has THE HERALD

Good advertising copy is sure of results if inserted in THE HERALD.

Over 21,000 sworn daily circulation

The Herald Publishing Company, Limited

Calgary -:- Canada

Edgar J. Guy, Eastern Representative
65 Canada Life Building, Toronto

THE

Jewish Daily Eagle

Head Office
516
St. Lawrence
Eagle Bldg.
MONTREAL
Subscription Price
$3.00
Per Annum

THE ONLY JEWISH DAILY IN THE ENTIRE DOMINION OF CANADA

THE EAGLE

REACHES ALMOST EVERY HOUSE WHERE JEWS RESIDE

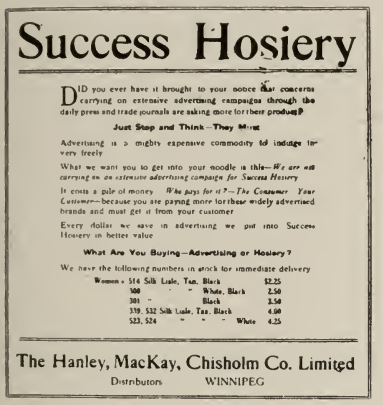
Branch Office
113
Queen Street West
TORONTO
Moderate Rates for Advertising

THE EAGLE REACHES A MOST DESIRABLE CLASS OF BUYERS WHICH COULD NOT BE REACHED THROUGH ANY OTHER NEWSPAPER THEREFORE AS AN ADVERTISING MEDIUM IS UNSURPASSED AND STANDS UNIQUE IN ITS CLASS. FOR SPECIAL RATES APPLY HEAD OFFICE, MONTREAL

did and never will increase the cost of any article to the consumer.

I consider that the paper in question was extremely ill advised to allow such an advertisement to appear in their Journal.

How can they expect to extend their advertising patronage if, by



Success Hosiery

DID you ever have it brought to your notice that concerns carrying on extensive advertising campaigns through the daily press and trade journals are asking more for their product?

Just Stop and Think—They Must

Advertising is a mighty expensive commodity to indulge in very freely

What we want you to get into your noodle is this—*We are not carrying on an extensive advertising campaign for Success Hosiery*

It costs a pile of money. *Who pays for it?—The Consumer. Your Customer*—because you are paying more for these widely advertised brands and must get it from your customer

Every dollar we save in advertising we put into Success Hosiery in better value

What Are You Buying—Advertising or Hosiery?

We have the following numbers in stock for immediate delivery

Women's 514	Silk Lisle, Tan, Black	$2.25
500	" " White, Black	2.50
501	" Black	3.50
530, 532	Silk Lisle, Tan, Black	4.00
523, 524	" " " White	4.25

The Hanley, MacKay, Chisholm Co. Limited

Distributors WINNIPEG

the publication of advertisements like this, they give their tacit consent to the arguments therein contained?

* * *

The accompanying ad. of Tillson's Oats is a case where in straining after effect, the copy man has got a little off his bearings.

Take the illustration first, there is not a very great deal of connection between the bucksome young damsel playing hide and seek round a tree and either berries or oats. The idea of making capital out of the berry season by suggesting combining cereals and various kind of fruits is a good one, but I think the caption could have been considerably improved.

Would it not have been better to have worded this ad. something like this, "Your breakfast in summer time will do you more good if the meat is cut out—Try delicious berries with the thinnest-rolled and quickest-cooked oats—Tillson's Oats." I don't mean to say that these particular words could not be improved upon, but I think that the berry idea could have been brought out more forcibly along these lines.

I suppose "Tastes like more,"

S-s-s-s-h!
Summer's Coming!

And with it come the berries and fruits that blend so deliciously with Tillson's Rolled Oats.

Doesn't it make your mouth water to think of it?

Tillson's with strawberries—

Tillson's with raspberries—

Tillson's with peaches—

Tillson's with any kind of berries or fruits, make a summer breakfast dish that slips down—oh! so quickly!—and tastes like more.

Tillson's Oats

Rolled Thinnest—Cook Quickest (5 minutes)

QUALITY QUALITY

CANADIAN CEREAL AND FLOUR MILLS LIMITED, Toronto, Canada

If your dealer cannot supply you with either Rainbow Flour or Tillson's Oats you will confer a favor by letting us know his name and address. Send a post card or telephone (Main 7954) to

Canadian Cereal and Flour Mills Limited

is English, but it is not in any way good grammar.

Otherwise the ad. is well balanced and the dish and trade mark are strongly emphasized.

* * *

The Brantford Roofing ad. before us is certainly a new departure in roofing advertising, and the point

Economic Advertising

will most effectively cap the efforts of your advertising manager and solicitor to get business for your paper.

It goes regularly into the offices of our leading National Advertisers, reaching a class of desirable customers you may have failed to land, or of whose existence you are unaware.

Use its columns regularly !

It will pay you well !

Economic Advertising
The Canadian "Printer's Ink"
Mail Building **TORONTO**

INCLUDE

The Daily Nugget

in your advertising appropriation.

Northern Ontario's only daily paper.

Total daily circulation exceeds 5,500 copies. Covers area from North Bay to Cochrane.

Send for rate card showing distribution of circulation, and giving facts relative to purchasing possibilities of the area covered by medium.

The Cobalt Daily Nugget
Limited
COBALT, - - CANADA

The Galt Reporter

is the only medium through which you can reach the people of South Waterloo, including the towns of Galt, Preston and Hespeler. Ask your Advertising Agent for rates, etc., or write direct to us.

Galt Reporter
Limited
Galt - Ontario
"Canada's Best Town"

brought out that firms whose factories contain fumes and gases which are destructive to ordinary roofings can do much worse than

HERE is the big plant of the Waterous Engine Works Co., Limited, Manufacturers of Sawmill Machinery, Road Rollers, Engines, etc. These workers in iron are compelled by the nature of their business to roof their valuable plant and its contents with the most best thing is an IMPERISHABLE roofing. Well—the roof here shown is
BRANTFORD ROOFING
BRANTFORD ROOFING CO., LIMITED
BRANTFORD CANADA
Warehouses: TORONTO MONTREAL WINNIPEG

instal the Brantford brand, which is claimed to do away with this disadvantage, is a good one.

I think this ad. is a strong one and the drawing of the big factory where these conditions occur, although it occupies nearly half the space, cannot fail to attract the attention of manufacturers placed in a similar position. The Waterous people are well known throughout Canada and this will carry added weight to the arguments adduced.

* * *

What have we here? Surely of all the novel ways of attracting attention, the drawing in the Dominion Realty ad. reproduced, has them all beaten a mile. As a picture of a convict, the illustration is excellent, but as an aid for selling Real Estate the ad. is repulsive in the extreme.

"$5,000.00 Reward for any man who can prove that what we say is true, is correct." First impressions count for a lot, and to give a man the impression that he is arranging to buy lots in the centre of a penal settlement is to choke off his enthusiasm at the jump.

No doubt the property is all that is claimed for it, but I think these people would be extremely well-advised to remove this veri-

table Bill Sykes from their advertising without delay.

* * *

I am glad to notice a decided improvement in much of the Life Insurance advertising now appearing in the public press. The Mutual Life ad. reproduced is short and snappy, but nevertheless quite convincing.

"What investment is most safe?" then just a few words to point out that none of the ordinary business investments such as Real Estate, Stocks, Houses, Diamonds or Bank Deposits are infallibly safe, with the Moral that the

AN INDEPENDENT PAPER FOR A PROGRESSIVE PEOPLE

The Daily Standard

Is the oldest established daily newspaper in Saskatchewan. Other claims to this distinction are false. The Standard is the only independent daily newspaper in Saskatchewan, and, therefore, appeals to a class of readers that cannot be reached by the party organs.

The Standard is firmly established in the Saskatchewan field, having a list of over 5,000 paid in advance subscribers, **obtained without aid of premiums, canvassers, or any inducement except the quality of the paper, and the desire of the people to read it.**

. Rate cards and further information on request.

THE STANDARD PUBLISHERS, LIMITED
Regina, Sask.

safest investment of all is a Life Insurance Policy in a reputable Company. If I were in the market

WHAT INVESTMENT IS MOST SAFE ?
REAL ESTATE ? It Fluctuates.
MINING STOCKS ? They Are Uncertain.
HOUSES, STORES, OFFICES ? They May Burn.
DIAMONDS ? They May Be Stolen.
BANK DEPOSITS ? They Are Subject to Panic.
Hear the conclusion of the whole matter:
"There is nothing in the commercial world which approaches even remotely the security of a well-established life insurance office." — Jno. Morgan.
Write:
THE MUTUAL LIFE
Assurance Company of Canada
WATERLOO, ONT.

at the present time for an increase in my Insurance, I think this ad would have induced me to write the Mutual Company for fuller particulars of their policies.

Exception might possibly be taken to the caption of the Imperial Life Ad. because it brings the religious element into the purely commercial. But it must be confessed that it is a very striking one.

I like this reading matter immensely, it contains a strong appeal to the inborn love of home and family and arouses that desire to afford protection which is latent in every right-thinking man.

The good motto at the foot "Absolute protection to policy holders," has been made the most

"Until death do us part"
Yes sir, and even after passing beyond, it will be a credit to your memory to have provided for wife and children.
Face this question squarely. Then if a sudden summons comes, you will answer it more cheerfully if wife and little ones are properly protected.
Hadn't you better get an Imperial Home Protection Policy now—while you are in good health? It's very easy to do it. Ask for our booklet, "The Creation of an Estate" It's most interesting, and it's free—so why not write for a copy *now*! *To-morrow you may be unmurable.*
THE IMPERIAL LIFE ASSURANCE CO. OF CANADA
Head Office Toronto
Branches and Agents in all important centres
"Our Motto"—First and Paramount, Absolute Security to Policyholders.

of, but why spoil such a first class ad. with such a peculiarly ugly and inappropriate border.

WANTED

By leading Canadian Advertising Agency, a first-class Solicitor. One with a record, who has personality, hustle and ability. Liberal salary offered to the right man. Write fully details of experience to

Box 122, Economic Advertising, Toronto

Keeping everlastingly at it—

THE 'water wears away the stone' business was never a more potent factor for success than in its application to advertising. Keep everlastingly at it—even in summer—and use

THE NEWS

(Toronto)

The result of persistent advertising to News readers is assured, simply because they constitute the middle-class newspaper-reading Canadians who respond to any meritorious proposition of general interest.

Call or Write Advt. Dept.

News Pub Co., Ltd.

Toronto

Bright, Clean, Up-to-Date, Home Newspaper

HAMILTON "TIMES"

DAILY AND SEMI-WEEKLY

It would pay YOU to get in touch with our readers, both in and out of the city.

TIMES PRINTING CO. LIMITED

HAMILTON, -:- -:- ONTARIO

One of the Largest Printing Establishments in Canada.

SELLING POWER OF SUGGESTION

Value of the Salesman Who Suggests Instead of Asks—Common Error of Salesman in Handling Customers

DID you ever notice in a store, after making a purchase, that the clerk usually says:—"Is there something else I can show you?"

This is against every principle of good salesmanship.

What the clerk should do is to suggest something and make the suggestion form a desire to see the article.

A salesman should always appeal to the buyer, and merely asking a patron if there is something else is asking the customer to do what is the natural duty of the salesman.

A retail salesman, or any salesman for that matter, should remember that on the average people are too lazy or haven't the time to think; the salesman must think for them in the way of suggestion and until the suggestion appeals to their selfishness, and then the patron will do his own thinking.

If a clerk has sold one thing to a customer and desires to sell him something else, he must develop the ability to match up that individual with some other item in stock, something that will be suited to him.

This faculty almost amounts to picturing him in the possession of that article.

The development of this faculty of matching up individuals with goods comes first with a detailed

The Expositor

Brantford's Big Daily

One of the Biggest and Best Newspapers in Western Ontario

Circulation guaranteed to exceed **7,500** daily

Write for Advertising rates

knowledge of the stock in a store or a department, which should include a knowledge of the purpose of each item, how it is made—the selling reasons, in other words, and to gain this naturally will require study; for if a young man, say, enters the profession of medicine or of the law, he would have to do a lot of study by reading.

Now, selling is a profession, just as useful, respectable and important as the law or medicine, and a young man entering the profession of selling must expect to do some studying—not out of books, perhaps, but by observation and inquiry.

A retail clerk in a line where catalogues are used by manufacturers should study them, and where the selling reasons are not clear or apparent he should write to the manufacturer.

There isn't a manufacturer in the country that would not welcome such letters of inquiry as to the selling reasons of their product. They would not only welcome it but would figuratively get down on their knees to the retail clerk who would write it—they would perhaps send for him or give him a better job.

Take a high class retail book salesman, for instance. He knows what is in every book in stock, particularly the new books, yet he reads very little. He gets enough out of each book to sell it by reading the preface, the chapter headings and a paragraph here and there.

Next in the faculty of matching up individuals with goods, after a knowledge of the goods, comes the knowledge of individuals.

A salesman gains this unconsciously, a good deal like a good writing and speaking knowledge of English is unconsciously gained by reading the best English books; or like the unconscious knowledge of a foreign language gained by the association with people who speak it.

When a customer has made one purchase it is easy to judge him for a suggestion to another by his first inquiry and selection. If a woman comes into, say, a hardware store and buys one labour-saving household device, it would be good selling judgment to show her another household labour-saving device.

All people express their nature, character and trend of thought in what they buy just as in where they live and what they wear, and after one sale it requires but little experience to judge them for another.

However, it is never well to go so far with suggestions as to become offensive; for we all know the barber who, after we have had a haircut, shampoo and shave, insists on running up the check by suggesting a hair tonic that looks like red lemonade and smells like horse medicine.

While a customer who has bought one thing may not buy another thing at the same time, yet his coming in a store should be taken as an opportunity to give a knowledge of something he might buy in the future; for on the average no selling effort is ever lost.—*Cottrell's Magazine.*

The Modern Way

Fundamentally a piece of printing should be considered as a work of art.

When it is not so considered the chances are very heavy against its effectiveness.

Not only should it be designed by artists, but it should go through every process of printing under the supervision of artists — especially if color is used.

That's why we installed an art department.

Our art department acknowledges no superior in the work of designing effective printing.

But nothing we could say in amplification of this would be so conclusive a proof of its truth as a practical test.

Give our artists an opportunity to show what they can do for you.

A 'phone call will bring one of our salesmen anywhere, any time.

The Acton Publishing Co.
LIMITED

Modern Job Printers

1229 Queen St. West, Toronto

WHAT ADVERTISING IS

By George Fitch

ADVERTISING is the voice of business.

Some business can get along without advertising just as some men can make a living, although dumb. But both are uphill jobs.

Advertising began when the eager merchant went out on the street and jogged the pedestrian by the elbow to get his attention. This was wearisome work and sometimes the pedestrian hit back. Nowadays the merchant can jog a million men by the elbow through the public print while he himself is beating a worried golf ball out of a sand pit.

Advertising is a peddler who brings the wares of the world into the house each day and tells you how cheap and good they are. But it is more desirable than peddlers, because when you are tired of a peddler you can't fold him up and put him on the pantry shelves.

Advertising formerly consisted of the truth. Then imagination and eloquence came to the aid of the truth and for a while it looked as if they would crowd it out entirely.

With the aid of imagination a man can sell cactus deserts and colored water, automobiles and college educations, hymn books and patent crackers, tame lions and trained fleas, skyscrapers and seed potatoes, fountain pens and patents of nobility, chewing gum, corsets and blue sky.

By advertising a man can dispose of a mountain of sawdust at $1 per ounce, Troy weight. Without advertising he can offer frankincense and myrrh to all comers free of charge until the stuff spoils on his hands.

Nowadays the live business man begins by hiring an advertising writer with the tongue of angels and a seductive way in paragraphs. Then he buys $1,000,000 worth of advertising space, and, lastly, he decides what to sell.

Advertising makes millionaires and presidents, makes great actors out of fur coats with indifferent filling, supplies widows with husbands, babies with homes and deserts with people. Advertising gets some people into society and others into jail. Advertising supports literature and makes nations boom. The country which advertises waxes exceeding great in immigration problems while the land which has no press agents crumbles away and is discovered by archaeologists in the dim presently.

Advertising made Homer great thousands of years after he was born and introduced Rameses to admiring friends 4,000 years after he had retired from circulation. Chicago consists of Goshen, Ind., plus advertising. Advertising has kept Sarah Bernhardt young and attractive for sixty-several years—and the lack of it made Poe starve at forty.

Advertising is the voice of business, but it should not be allowed to rise to a hoarse shriek and disturb the landscape.

CANADIAN PRESS ASSOCIATION

THE fifty-fifth Annual Convention of The Canadian Press Association, which was held at the King Edward Hotel on June 3rd and 4th, was probably one of the most enthusiastic, and certainly one of the most largely attended meetings of this Association that has ever been held.

John R. Bone, retiring president, in his address presented some startling figures in proof of his assertion that the advertising rates charged by the Canadian daily papers are far too low to allow publishers a decent margin of profit. Investigation showed that 292 papers in the States, with a circulation of over 15,000 per diem received 2.33 cents an inch, per thousand circulation. For 21 representative dailies in Canada, the rate is only 1.84 cents per thousand circulation, whilst in Toronto, the average rate of the six dailies is only 1½ cents an inch per thousand subscribers.

James M. Lynch, of Indianapolis, President of the International Typographical Union, gave an address touching upon the relations between proprietors and employes of mechanical departments, which was very well received, and in the evening of the first day of the convention, a banquet was tendered by the City of Toronto to the visiting delegates, at which Mayor Hocken, Hon. W. J. Hanna, and Miss Margaret McMurchie, amongst other distinguished participants, gave interesting, and, in some cases, witty speeches.

Norman Angell, guest of honor (the stalwart defender of the Peace Idea amongst nations), also spoke, and as a member of the craft, made strong comparisons between Canadian newspapers of today, and those of his last visit, seventeen years ago.

An amount of detail work was got through, and the attendance throughout was most satisfactory. On the second day, J. C. Kirkwood, in a convincing address, contended that it was the duty of the publishers to provide more information to advertisers, and there was considerable discussion on this topic.

The question of patent medicine advertising was handled without gloves by N. T. Bowman, of the *Telegram*, who described the ideal system as that in use with one American daily, where the word "cure" is not allowed to appear in any ad. copy, and names of specific diseases are also barred. No Canadian newspaper, he affirmed, had yet reached this stage of perfection, but the standard was now higher than ever before.

The advertising of the Dominion of Canada came in for considerable criticism, Col. J. B. MacLean asserting that it was placed in places where the appeal could not possibly be responded to.

Paper prices were the subject of an animated discussion in the late afternoon, and J. F. McKay,

W. M. Southam, and Frank Adams were appointed a committee to investigate the effect that the proposed new tariff legislation of the States would have on Canadian paper stock.

It was decided that the Canadian Press Association in future should have a permanent secretary attached, who would devote his full time to the furtherance of the Association's work, and dues were raised to meet the cost of an official sufficiently competent for this work. It is practically certain that John M. Imrie, who has taken such an interest in the development of the Association, will be the man elected.

Officers for the ensuing year were elected as follows: President, H. B. Donly, Simcoe; 1st Vice-President, W. J. Burns, Stratford; 2nd Vice-President, W. E. Smallfield, Renfrew; Treasurer, J. H. Cranston, Toronto; Auditors, Lorne Eedy, St. Mary's and W. A. Crate. Executive Committee—J. F. Mackay, Toronto; W. J. Taylor, Woodstock; V. E. Morrill, Sherbrooke; W. R. Givens, Kingston, and J. H. Woods, Calgary.

The majority of the delegates left the same evening for a four days' trip to Cobalt, Porcupine and the North Country.

* * *

It's better to correct your own faults sharply than to wait for others to do it.

THE BEST SELLING FIELD IN CANADA

BRITISH COLUMBIA

Why ?

Because

The remarkable growth and development of the Pacific Coast Province during the past two years has been without parallel in the history of Canada. Strangers coming here from all over the world are not familiar with the goods on the market, and are therefore much more readily influenced by the right kind of advertising than in old and settled communities.

The only publication that covers the whole province, and covers it well, is the

Saturday Sunset

Vancouver

A high-class weekly journal. Printed on book paper, well illustrated and well read in the homes.

Its value is proven in dollars and cents by the fact that it carries more high-class foreign advertising accounts than any publication of any kind in Western Canada.

WHAT'S DOING AT THE AD. CLUBS

PETERBOROUGH

The banquet parlor was filled to capacity (over 60) on Thursday, May 22, when together with the Canadian Club and the Board of Trade, the local Ad. Club got busy and got together the representative leading citizens to take advantage of a special occasion to hear Mr. J. Brown of New York City,a single taxer, deliver an informal address on Municipal Taxation Reform. Some very serious thinking was afterwards the result on the part of practically everyone present, for it was brought home to them clearly that our present scheme of taxation is altogether unjust and absurd. The remedy, or the solution advanced was, of course, to levy but one tax and have it on land values, the State and Municipality to take the full rental value of all land, taking off all taxes from home improvements, incomes, etc., and so assist industry and enterprize. Had it not been for the Ad. Club the citizens of Peterborough would probably have missed this opportunity to hear Mr. Brown; thus was our organization able to add still another plank to its platform in justification of the existance of the Ad. Club organization.

* * *

The executive met recently and discussed the advisability of lowering the Ad. Club fees from $4 to $2 per member, and to limit the membership to 25 or 30. It was thought that probably greater work could be done and more work accomplished by a smaller number of deeply interested men meeting together regularly to discuss their own problems and to develop talent amongst themselves rather than to stage big occasions with outside speakers. This important question was left over tillthe next meeting of the executive.

* * *

FORT WILLIAM AND PORT ARTHUR

The Twin Cities Advertising Club comprised of business men interested in advertising, from the cities of Fort William and Port Arthur, was organized recently. The organization has been made along similar lines to those of the larger Ad. Clubs in Canada and United States of America, and it is likely that affiliation with the National Association will shortly be made.

Over 20 were enrolled as Charter Members, with G. G. Rooker as Secretary pro-tem.

A meeting will shortly be held to elect officers and draw up a plan of campaign.

* * *

At the second meeting of the Twin Cities Ad. Club, held on the 29th inst., the following officers were elected for the current year:

Hon. Pres., C. E. Chapel; Pres., C. W. Wilson; Vice-Pres., E. L. Lancely, Sec. Treas., G. G. Rooker; Executive Committee, Messrs. Higham,Pickard and Manning.

Voluntary assistance offered by members of the Toronto Ad. Club was gratefully accepted, and it is

likely that a representative delegation will accompany the Toronto contingent to Baltimore.

* * *

TORONTO

Are you going to Baltimore? seems to be the popular greeting nowadays around the Club and occasionally you hear a negative reply, which immediately is followed by a very logical follow up of "Why." However, it seems some members were for and some against. Nevertheless, the Club voted overwhelmingly in favor of inviting the Convention after several meetings, at which the whys and wherefores all had a say, reminding one of an old woman's sewing bee. But these sewing bees are good for the life and work of our Club. They bring forward many salient facts from dormant sources. This I think, was evidenced at a midday luncheon when Mr. Wrigley so ably discussed the future of mail order business upon the small country merchant. This was a well-attended affair and led to free and open discussion of the healthy sort. Many attending members went away feeling they had spent a most profitable hour.

The Club was most agreeably entertained by Mr. Yeigh during the month. He gave a most precise and interesting travelogue on Canada. There are few men in our community better fitted to deal with this subject and all who had the good fortune to hear Mr. Yeigh and see his pictures returned to labor with added knowledge at their field of endeavor.

The last luncheon in May was one of novel features since the advertising of the railways of two countries was developed. The Club listened to a most enlighten-

Why Pay More For Imported Beers?

There is nothing finer brewed in the world than Cosgraves Beers. They combine all the positive excellences known to the science of brewing and nothing but the purest and finest of malt and hops is used in making them.

In order to get your patronage, the brewers of some imported beers even advertise that dark bottles have something to do with the quality of beer, but don't you believe it; it's the quality of materials used in the production and the way the beers are brewed that count.

THE COSGRAVE BRANDS:

Chill Proof Pale Ale
Cosgraves Half-and-Half
Cosgraves XXX Porter
Golden Gate Beer (In Wood and on draught)

The healthfulness of any of these brews is affirmed by doctors because they are clean, pure and sterilized. We court the most rigid examination of any of our brands by doctors or pure food experts. They are the same perfect products at all times.

In ordering from your dealer insist that you get Cosgraves. They cost you no more than ordinary brands.

Convincing talk and excellent illustration

ing "harangue" on the wonders of the Pennsylvania system from youth to manhood by a good American, Mr. Brodie, who retired with laurels to Mr. Kirkwood, who told of the marvellous development of traffic done by the London South-Western to the watering places in the South of England through a series of newspaper copy and booklets, posters, etc., issued by this line. This was a comparative discussion on watering places as they are developed by railways. The Pennsylvania system made Atlantic City (said Mr. Brodie), and Mr. Kirkwood then enlightened us Canadians and our American members upon the English watering places developed by British roads.

Of course, we had other luncheons in May, but do you know, I am like the editor of Calgary's famous paper, "I've been unexpectedly entertained by an old college chum and can't recall the other one," but unless my memory fails it was, or they were, devoted to a discussion of the Convention possibilities of Toronto for 1914.

You fellows who stay home will be sorry because they do say that Maryland fried chicken is some sea food. But seriously, fellows, those who are going, are going to learn, they are going with open minds and determined hearts to make 1914 a banner year, not only for Toronto Ad. Club, but a notch in the tree of prosperity for Canada. Let's get together and do the thing to a turn and when they come to visit out "Beaver Dam," let's show them the results of indefatigable effort to hand them something they may tell future generations.

Among the important events which took place we might not fail to mention that our most genial secretary, "The Colonel," is being taken to Baltimore that he may get in touch with methods of Convention work and it is a sure thing every man will say "Bon Voyage, Colonel."

Also McClelland has suffered with a complaint of upperlipitis which after careful nursing was subjected to militant methods and the disease ruthlessly destroyed.

Further, Scroggie beat Goldbro a billiard match—Telegram please copy.

Additional, Brother Perkus was the participant in an addition contest—It is a girl.

There is no time like now to avail ourselves of this opportunity to thank the local press for the magnanimous space allotted to our "On To Baltimore Junta." They can rest assured that we are not only thankful but that we will give them, as well as Toronto, dollars per line in Baltimore.

* * *

Any way you take it, advertising pays. A mud turtle lays just as many eggs in a season as does a hen and lays them all in a bunch, which is bound to be more of a mental strain; but the turtle doesn't advertise and the hen does, and the result is there's a hundred calls for hen's eggs in the restaurants where there's one for turtle's.

MORE FOR SALESMEN—LESS FOR ADVERTISING

THE oft-repeated contention of some manufacturers that a given amount of money invested in salesmen's salaries will produce more business than an equal amount spent in advertising, needs explanation and analysis.

The money spent for salesman service stops pulling when the salesman stops working.

It's not building, but is a form of hand-to-mouth business.

The dealer buys to sell again—his only interest in any merchandise.

The dealer's good will is a matter of merchandise, without sentiment.

The consumer who buys through advertising appeal, consumes. His is not a matter of merchandise but of satisfaction in use.

The consumer whose selection is directed by advertising is the final customer. The job is finished. Its value is measured by his satisfaction.

Granted that twice the amount of goods could be sold with money spent in salesmen's salaries during a given year as against an equal amount spent in advertising, it's well to consider how both accounts stand at the end of that time.

If the salesman decides to "switch" his line, work for a competing house, he takes his trade with him, and rightly so if his trade has been built on his personality.

He, the salesman, may have had 200 customers—the limit of his appeal.

Had the same concern advertised for a year, they would have a good will asset in the patronage of thousands which could not be diverted by a change of salesman.

The advertiser finds that this good will asset grows each year and, according to the experience

Striking but ugly

of thousands of successful advertisers, it soon equals and ultimately surpasses any volume which salesmen alone could produce.

But there is a still better argument in favor of the advertising. It places the responsibilities exactly where they belong—on the producer.

The established business, built on advertising, is to-day the highest form of merchandising, because

it eliminates the guessing which is an inevitable feature of unbranded and unadvertised goods. It fixes both responsibility and standard of quality—two absolute necessities for high class merchandising.

It does more. It gives employment to higher class salesmen, economizes their time and places them in a commanding position with advantages in their favor as against a pleader for business on a personal basis, which is the position of a salesman who sells a line of unadvertised goods which can be duplicated by the next salesman who calls on the dealer.

It does still more. It creates a desire for better merchandise because it is a well understood fact that it is an advantage to the consumer to learn that it pays best to buy the best goods.

Cheap, competition goods, shoddy, nondescript, without name, without responsibility, lacking the impelling force of higher and better standards, are about all that most unadvertised merchandise offers. Real quality is never fully appreciated when its authority is unknown.

The dealer benefits because he is not asked to back his goods with his own guarantee. He is a real dealer, a man who deals, a business man.

While much advertising has been, and still is, imperfectly done, the fact remains that there is no better or more economical method to distribute dependable goods than by the use of standard forms of advertising, and that in the final analysis, benefit to the consumer, this plan has stood the test and is today stronger than ever before.

Next year and during the succeeding years, its strength will increase.—*Standard Advertising*

MEN AND MEDIA

THE most remarkable advertising ever pulled off in Canada is the "Made in Canada" special train, which is now on a tour of the Canadian North West. The train consists of ten handsome coaches with diner, buffet, and parlour car all made in the Montreal shops, and is filled with a wonderful variety of Canadian manufactures and products.

It aims to show, particularly to the new comers and foreign born citizens of our western cities towns and prairies, that most everything they require for their comfort, and sustenance is being produced and manufactured right here in Canada. The train is certainly an object lesson and cannot fail to pull good results from the missionary work which it is performing.

A large number of our most prominent Canadian advertisers are notably represented.

Large crowds at every stopping point are evincing the keenest interest in the exhibition.

* * *

The *Farmer's Magazine* appears in May number in a new garb,

size 12 by 9 inches, and is in every way a most creditable production which should prove of the utmost interest to any Canadian country dweller.

Three columns go to a page, and added value is given to the advertising, from the fact that each advertisement appears next reading matter. We understand this magazine is the first in Canada to make this new departure in size and make up, and the new idea has our hearty endorsement.

If for nothing else, the ease with which a magazine of this size can be opened up, deserves commendation, and we anticipate an enlarged field of usefulness for the *Farmer's Magazine* in its new dress.

* * *

L. L. Berry, Canada Permanent Building, Toronto, has been appointed Eastern Agent for *The Farm and Ranch Review*, *The Commercial Review*, and *The Dry Goods and Dress*.

* * *

An Eastern Office of the *Regina Saturday Mirror* has been opened in the Bell Telephone Building, and will be in charge of the Henry W. King Company. This is the well-known firm who handle the Eastern Advertising business of *La Presse*, and *The Vancouver Sun*.

* * *

From *The London Free Press* a most interesting map has been received, showing London, the hub of Western Ontario. The remarkable railroad facilities and other means of communication, which this city possesses are brought out in a most graphic manner, and we believe that this map must have proved very useful in increasing advertising patronage for this worthy daily.

* * *

The Chatham *Planet* Building was the scene of a most disastrous fire on the morning of May 10th, which resulted in the death of Alex. McDougall and Robt. Birch. Despite the efforts of the local brigade it was quite impossible to reach these men, who were at the time at work in the upper story, and when the floors were carried away there was no possible chance of saving them. The cause of the fire has not been ascertained. Both men were married and leave families. They were highly respected by their employers and everybody who knew them, and the sad fatality cast quite a gloom over the whole community.

* * *

The Windsor *Record* during the coming summer will install a new Rotary Press of most modern construction, together with a complete stereotyping plant.

The new press is the very latest word in press construction for the purpose of medium city dailies, and this up-to-date daily is to be complimented on its enterprise.

* * *

Canadian Press Association Cobalt Trip is certainly proving a bird of good omen for W. A. Fry, of Dunnville.

Three years ago a son arrived to

enliven the Fry household, and now a little girl Fry is the latest announcement—Congratulations.

* * *

What must be a great boon to the printers and publishers of Canada lies in the removal of the duty on type-setting and type-casting machines. None of these machines have, up to the present time, been made in Canada, and the former duty very heavily increased the initial cost.

Another change of special benefit to newspapers is the removal of the duty on photographs imported for use in papers. To the Canadian Press Association the greatest credit is due for its strenuous efforts to have these burdens removed.

* * *

"Facts About the Germans in Canada," is the title of a most interesting booklet which reaches us from G. L. Maron, Editor of "Der Nordwesten." It includes a history of the German settlements in Canada, and an appreciation of the thrifty German, a trait which has done so much to make him the good Canadian that he has undoubtedly become. Detailed statements of the circulation of this leading German daily, for every province in the Dominion are also included, and some other facts with regard to the latest census, which make most interesting reading. A copy may be had for the asking.

* * *

A story of the moving of the Winnipeg Free Press from its old home on Portage Avenue to the magnificent new building on Carlton Street, a colossal job, successfully carried out in less than twenty four hours, is told in a four page circular, liberally interspersed with really excellent cartoons. This remarkable feat was the result of careful planning and provision for every possible inconvenience. The ultimate results were obtained by most particular weighing and guarding against every contingent. Continued success is bound to follow the Free Press in its new home.

* * *

Truman A. DeWeese, publicity director of the Shredded Wheat Company, Niagara Falls, is the author of "The Bend in the Road," just published by Harper & Brothers, New York.

* * *

D. C. Frame has resigned as circulation manager of the *Denver Times* to become director of circulation and promotion for the *Toronto News*. Before going to Denver Mr. Frame was for several years with the *Cleveland News*, and is well known in the newspaper business in both the United States and Canada.

* * *

The *Edmonton Capital*, of which William MacAdams is editor and managing director, and Henry J. Roche business manager, is now comfortably established in its new home on Second Street. The shift from Howard Street, a distance of three blocks, was made without losing an edition.

Thomas D. Bell has resigned as assistant advertising manager of the Canadian Pacific Railway to join the forces of the McKim Advertising Agency, Toronto, as Western Canada manager.

* * *

The *Daily News* Publishing Company, of Edmonton, Can., has been incorporated under the laws

Messrs.
F. C. LOWES & CO.
CALGARY EDMONTON LETHBRIDGE MEDICINE HAT AND LONDON
Largest Realty Operators in Canada
Own, and Now Offer for the First Time
Ashton Place
The Cream of Subdivisions in that Remarkable Western City
MEDICINE HAT
The Prices
The Terms
F. C. LOWES & CO., Medicine Hat-Calgary

Striking display and convincing argument

of the province of Alberta by H. H. Hull, general manager of the Edmonton Printing Company and owner of the *News-Plain Dealer*, a semi-weekly newspaper published in Edmonton South.

The *News-Plain Dealer* will be issued as a tri-weekly this summer, and converted into a daily next fall. Rev. A. M. McDonald, formerly of Winnipeg, is editor of the paper.

Index to Advertisers

JUNE, 1913

BRANTFORD
Expositor 31

CALGARY
Herald 24

COBALT
Nugget 26

EDMONTON
Journal 20

GALT
Reporter 26

HAMILTON
Herald 22
News List 12
Spectator 20
Times 30

LONDON
Advertiser 15
Free Press 18

MONTREAL
Gazette 14
Jewish Eagle 24
Star 2

REGINA
Leader 18
Standard 28

STRATFORD
Beacon 12

TORONTO
Acton Publishing Co. 33
Canadian Countryman 18
Canadian Courier 6
Canadian Magazine 6
Globe ..... Outside Back
News 30
Saturday Night 4
Star ..... Inside Front
Woods-Norris Advertising Agency ..... Inside Back
World 10

VANCOUVER
Sun 14
Sunset 36

WINDSOR
Record 18

WINNIPEG
Free Press 16

Service and Cooperation

The finest recommendation that any Advertising Agency can have is that of clients of many years' standing who speak in the most glowing terms of its cooperation and service.

We do not profess unduly, but we can refer any advertiser or prospective client to the way in which we have handled the business for many leading Canadian advertisers for whom advertising has spelt "success" with a capital "S".

We only ask an opportunity of being able to get in touch with you, when we know we can get together for our mutual advantage.

Write or wire at our expense, asking our representative to call on you.

WOODS-NORRIS LIMITED

Advertising Agency

Mail Building -:- Toronto

The Globe

TORONTO

CANADA'S NATIONAL NEWSPAPER

Circulation May, 1912 — 57,508
" " 1913 — 62,008

Increase 4,500 copies per day

NO PREMIUMS.

The Globe

TORONTO

CANADA'S NATIONAL NEWSPAPER

Vol. 6 JULY—1913 No. 7

Economic Advertising

CONTENTS

PAGE

Straight Talks 1

Medical Advertising—A Retrospect—Co-operation for the Advertiser—Success in Advertising—Advertising Education.

Some Flies in the Advertising Cream Jug 11

What's Doing at the Ad. Clubs .. 19

The Big Thing in Advertising 23

The Baltimore Convention 27

Recent Ads.—Good and Otherwise .. 34

Conventionotes 37

The New Advertising Code of Morals 38

A Profitable Business Investment .. 41

Men and Media 42

Index to Advertisers 44

WOODS-NORRIS LIMITED
PUBLISHERS
MAIL BUILDING, TORONTO, CANADA

Toronto Daily Star

CANADA'S GREATEST NEWSPAPER

It is thoroughly established in the mind of everybody in Toronto that THE DAILY STAR carries more display advertising six days a week, has a larger circulation (May average, 84,293) in a compact territory, possesses a stronger influence with its readers, and sells its space at less cost per thousand circulation, than any other newspaper in the Dominion.

These indisputable points of leadership, emphasizing an unequalled combination of circulation QUANTITY and QUALITY, make the

Toronto Daily Star

CANADA'S GREATEST
ADVERTISING MEDIUM

CHAS. H. EDDY, - - Eastern American Representative
5024 Metropolitan Building, New York.

EDDY & VIRTUE, People's Gas Building, Chicago, Ill.
C. H. EDDY, - - Old South Building, Boston, Mass.

Economic Advertising

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.
Condensed Rates, 3 cents a word; Minimum, One Dollar.

Vol. 6. Toronto, July, 1913 No. 7

STRAIGHT TALKS

MEDICAL ADVERTISING

IN the laudable house-cleaning which has taken place in a large number of Canadian newspapers and magazines, with the object of eliminating the fraud and fake from their advertising columns, a number of publishers with the very best intent have done a considerable injustice to the advertisers of worthy proprietary articles, of undoubted merit.

There are newspapers and magazines in Canada at the present time who refuse medical advertising of any sort or description, and we consider, speaking mildly, that these people have gone too far. Both on this continent and in the Old World there are a number of standard medical preparations whose names are household words. Who would be so bold as to place Beecham's Pills, Phosferine, Castoria, Carter's Little Liver Pills, Zam Buk, to mention only a few which have for years been regular stand-bys in the homes of every class of the community, in the undesirable class?

The movement to banish from the columns of the daily press and magazines the advertising of electric belts, consumption cures, drink cures, and the pseudo specialists with a panacea for every ill that human flesh is heir to, has our heartiest support. But, why class these palpable fakes with such good old remedies as those we first mentioned?

The *Winnipeg Free Press*, in its endeavor to clean up its advertising columns, has taken just the attitude that we believe is the right one. In a recent circular they pointedly remark that in ordinary illnesses recourse can be had through the proprietary remedies, which experience has proved to be reliable and effective. No man has need to rush off to a physician every time he is suffering

The Importance of Wednesday

If you lived in the country you would realize the importance of Wednesday.

Every Wednesday nearly all the best people in rural Canada await the coming of the FAMILY HERALD AND WEEKLY STAR. It is their weekly news-letter from the great wide world. If they send to town for the mail but once a week, Wednesday is invariably the day chosen.

All during the week—from Wednesday to Wednesday—each copy of the FAMILY HERALD AND WEEKLY STAR circulates in a family of intelligent people, who read it from cover to cover, *ads and all.* In fact, a large percentage of subscribers *read the ads first.*

And this condition has existed for several generations. Grandfather will tell you that he has read the FAMILY HERALD AND WEEKLY STAR for more than forty years.

Advertisers are not slow to realize the value of a paper that has for its foundation more than forty years of intimate acquaintance with the rural population of Canada.

Sworn circulation exceeding 132,000, covering every province thoroughly. Detailed analysis and specimen copy on request. Address the advertising manager.

Family Herald and Weekly Star

MONTREAL, CANADA

from a minor ailment, when those well advertised and recognized articles are at his disposal.

To be a success, every proprietary medicine, like every other article offered to the public, has to make good and has to meet competition. It is a purely business proposition, the marketing of a proprietary article, and its success or failure depends entirely on whether or not it meets a public want. Another argument strongly in favor of the retaining of the better class advertising of patent medicines in the daily press, is the fact that many, in fact the majority of the country districts of the Dominion, medical assistance cannot be obtained except at the cost of considerable expense and delay, and in these sections the folk rely almost entirely on the medicines which they have learned to look upon as reliable from their advertisements in the press. We think that those papers who are making such a feature of excluding medicinal advertising from their columns have taken an unjustifiable stand if for this reason alone. Of course, we welcome the closest possible editing of advertising columns, but it should not be difficult at little cost, to have the merits of the preparations offered, investigated. Possibly, such work might be undertaken by a representative body of the press, who could report in general to every subscriber, on their findings. This would, doubtlessly, save expense and the desired end would be attained in a much shorter time.

The difficulty we realize is to know just where to draw the line, but there is little doubt that these well known firms, who for many years have maintained the highest standards of quality in their products, and who have built up and continued to expand through persistent advertising, deserve some consideration, and should not be turned down cold by media in which they can gain the most profitable publicity.

A RETROSPECT

IT IS fitting, at this time, that we should attempt to review, dispassionately, in what measure the accomplishments of the Baltimore Convention have actually aided the cause of Good Advertising.

That a widened vision of the possibilities of advertising as a selling force has been brought into being, must be apparent to even the casual observer, and the doctrine of truth and honesty in advertising received a more forceful presentation than at any other convention. Departmental sessions organized in Boston, enlarged at Dallas and amplified a hundredfold at Baltimore, are now in good shape to be placed on a basis of permanent organization. Thirteen departments of advertising elected representatives to form a permanent commission, whose work will be to adjust common mis-

For Your Fall Campaign

You cannot do the most effective advertising unless you use the combined circulation of

THE DAILY WORLD

Net average circulation **51,623**

THE SUNDAY WORLD

Net average circulation **81,157**
Combined circulation . **132,780**

With this combination you get a morning paper with a larger purely Toronto circulation than any other Toronto morning paper; a Sunday paper with a larger purely Toronto circulation among the better class of Toronto homes than any other Toronto paper — morning, evening, or weekly; a healthy circulation at the most likely points in the wealthy Province of Ontario within a radius of sixty or seventy miles of Toronto.

This Is Surely A Combination Worth While

understandings and differences, and to work for the betterment of advertising.

Wm. C. Freeman's remarkable speech, in which he placed before the Convention the findings of these numerous departments of advertising in the declaration of principles, prepared as a code of morals for the advertising men of the country, created a profound impression, and the delegates as a whole pledged themselves to be guided by this declaration in the future. A most important and far-reaching provision in this declaration is the one which creates a national commission or investigating body for the regulation of advertising, and one representative each from the constituent elements of the Associated Clubs will form this commission. These elements are: Advertising Agents, Agricultural Publications, Directories, General Advertisers, Magazines, Newspapers, Outdoor Advertising, Printing and Engraving, Religious Press, Specialty Advertising, and such other elements as may be added.

Whether this commission will be able to prove of real practical value, the future alone can decide.

Although its object is to place advertising on the same plane as other public utilities there is this distinct difference between the Advertising Commission and other public commissions, in that the advertising commission will be powerless to enforce its rulings, since no penalties for violations can be provided.

At the present time, the only weapon with which the advertising commission seems to be armed is the adoption of a trade-mark, whose display in publications and billboards would serve as a public guarantee of the worthiness of the article advertised.

"Economic Advertising" renders its warmest approval of the lofty principles embodied in this remarkable declaration, and in the commission idea evolved from it.

The two years of Ad Club work under the presidency of George W. Coleman have certainly seen wonderful strides made in efficiency and research work. Advertising men have at length come to realize the possibilities of the ad club movement. The social side has been relegated to its proper place, viz., that of an adjunct to the more serious side of the clubs' activities. The educational work of the clubs has become broadened and now includes lantern slide lectures, club libraries, small town organization and individual instruction, and we have every reason to anticipate that under Wm. Woodhead, the Associated Ad Clubs of America soon, without a shadow of doubt, to be transformed into the Associated Ad Clubs of the World, will have a further and enlarged field of usefulness in the development of truth, honesty and efficiency in advertising.

Keeping everlastingly at it—

THE 'water wears away the stone' business was never a more potent factor for success than in its application to advertising. Keep everlastingly at it—even in summer—and use

THE NEWS

(Toronto)

The result of persistent advertising to News readers is assured, simply because they constitute the middle-class newspaper-reading Canadians who respond to any meritorious proposition of general interest.

Call or Write Advt. Dept.

News Pub Co., Ltd.
Toronto

The advertising pages of the new size

CANADA MONTHLY

will be arranged as follows:

Three columns to the page—each measuring two and one-quarter inches by ten inches. The columns are so arranged, however, that standard magazine width (two and five-eighth inches per column, five and one-half inches double column) plates can be accommodated.

AT LEAST ONE COLUMN OF READING ON ALL PAGES (exclusive of front section and covers) unless full page advertisements are used.

Look over the first new size (August) issue carefully. Then send in your copy early.

September forms close August 8th.

CANADA MONTHLY

Mail Building - - - Toronto

CO-OPERATION FOR THE ADVERTISER

IT is a significant fact indicative of the modern expansion of advertising that many of our leading publishers are far from remaining content just to sell so much white space, and let the advertiser fill this in a hap-hazard and unscientific manner.

Particularly is this the case in the attitude of Canadian newspaper publishers toward the retail merchants of our large cities and towns. Here on every hand we find publishers who are going out of their way to teach advertisers how to use business publicity in the proper manner, so as to obtain the maximum of results. Speaking generally, this advertising of retailers has proven profitable enough in the case of nearly every description of merchandise, even with indifferently written copy, but there is always a section of the reading public which does not respond to advertising, and it is to reach this large part of the population that so many publishers have gone out of their way, and have inaugurated educational campaigns, with a view to arousing and increasing the interest of the reading public in the advertising columns. As it is evident that people who have not the advertising reading habit would not be attracted by educational ads of a display nature, the most successful of these ads have been those in terse, newsy form, consisting of straight-from-the shoulder talks, with bold captions of vital human interest, which are calculated to arrest the attention of even those who merely skim the advertising columns. Anecdotes and news items are included with the idea of attracting attention, and there is hardly a commodity whose advertising cannot be rendered more valuable by the perusual of these ads.

Generally a personal note is sounded by the signature of the writer, the advertising manager, being attached, and it is in the strongest manner possible pointed out that the articles mentioned in the ad in question can be found in the advertising columns of the current issue. Backed by forceful solicitation, these ads have been proving of undoubted interest, increasing the value to the advertiser of the ad columns, and we commend the idea most heartily to Canadian publishers who have not already adopted it, because it cannot fail to increase the value of their white space and boost their advertising patronage.

SUCCESS IN ADVERTISING

SUCCESS never needs an excuse. It is a child of audacity. It springs from right thinking.

Poster advertising is the most logical of all advertising media. It brings results because everyone sees it—must see it, so there is no waste circulation. It is in plain view every hour of every day, and it is the only advertising that has that quality.

It is more economical; it occupies large space; it attracts be-

The Metal Shingle & Siding Co. got Best Solid, Definite Results from The Canadian Countryman

The Metal Shingle & Siding Co.,
Limited

PRESTON, June 12, 1913.

THE CANADIAN COUNTRYMAN,
60 Colborne St., Toronto, Ont.

Dear Sirs,

I have been checking over the advertising that we have done this year and the results are rather surprising. You will remember that we gave you some advertising a long time ago and did not consider the results satisfactory. You then came over here a short time afterwards and told me why we ought to advertise in *The Canadian Countryman.* Somehow or another you made me believe in the proposition and I gave you a trial, and since then have given you our entire campaign.

I just want you to know that the advertising in your paper pulled better results for us this year than the advertising in any other paper we have been using. There have been one or two other papers which have pulled more inquiries, but your paper has given us the best solid, definite results.

Yours very truly,

THE METAL SHINGLE AND SIDING CO.

EDWARD DREIER,
Advertising Manager.

We have just issued a new affidavit showing a circulation of 32,510 up to July 2. A copy of this affidavit will be sent to any advertiser or prospective advertiser on application.

The Canadian Countryman Pub. Co.
60 Colborne Street, Toronto
T. J. TOBIN, Advertising Manager

cause color always attracts the eye; it gets results. It possesses humor, character and an intensive quality that is unique in the world of publicity. You use not one but several. Put one or more on the streets where people ride and walk and the posters will make a pathway to your store that you never dreamed.—*Poster Advertising.*

ADVERTISING EDUCATION

NOT so many years ago, when the population of Canada was insignificantly small and the number of schools and colleges was decidedly limited, the parties who desired education had but a small choice where to go to get it.

But today things have changed. Our population has increased by leaps and bounds, and there is now a school or college for every mental need, business development, or manual and technical training. As the Montreal *Star* puts it, schools, like men, have an individuality that will attract certain people, when brought in contact with the public. The same can be said of churches, newspapers or pianos, each promises distinguishing characteristics, that attract a certain class of people.

The school which advertises, and thus introduces its special characteristics, aims, and merits, to the consideration of the people, is primarily of the right sort, because it evidences a conception of its first function, that of fitting its garment to the individual who is seeking a garment of this sort.

To our mind there are just two features in which the present day school advertising is weak. First, it is quite evident that parents, when seeking the most suitable education for their children, are not going to make a decision of such a momentous question in a hurry, so that persistent, continuous advertising is a prime essential, for it is only by keeping everlastingly at it that school advertising can be expected to bear fruit.

More than a few of our school advertisers are content to use space for a few months in the summer, and again for a short time in the fall, but the cumulative effect of such advertising would bear better fruit, if it were extended over a longer period.

Then secondly, the matter of school copy is one in which, in most instances, there is very great room for improvement. General publicity in the form of the name of the college, reproduction of the buildings and date of next term opening, with the headmaster's name good and large, is all very well in its way, but it has nothing like the value of advertising which contains just the information that is sought after by prospective patrons.

Good talking points which answer questions that every parent will want to ask would refer to the moral standing of the school, its situation, the provision for athletics and physical development,

UNPRECEDENTED GROWTH

Edmonton's population (civic census), 1912.....	53,611
Edmonton's population (civic census), 1913.....	67,243
Increase	13,632
JOURNAL'S circulation for first half of June, 1912.....	10,711
JOURNAL'S circulation for first half of June, 1913.....	15,650
Increase	4,939

Edmonton's population increase..... 25 per cent.
JOURNAL'S circulation increase, over.. 30 per cent.

The above figures show the percentage of increase in circulation larger than the percentage of increase in population, which proves that the JOURNAL is not only being warmly received into the homes of the new arrivals, but is increasing in favor among the older residents.

In preparing your Fall Advertising Campaign make certain that the JOURNAL is on your list. The resultful advertising medium of Central Alberta.

CANADIAN NEWSPAPERS LIMITED. JOURNAL BRANCH
M. R JENNINGS, Editor and Gen. Man. JOHN MacLAREN, Bus. Man.
East Representative, E. J. Guy, 65 Canada Life Bldg., King St., Toronto

The New Home of The Herald

You can't afford to overlook

The Calgary Herald

when arranging your Fall Campaign. Herald results are sure and large because it's the paper that "goes home" in Calgary—over 12,000 copies are delivered by carrier in the city daily. The total circulation, sworn to, is in excess of 21,000 daily. Write for detailed circulation statement and rate card.

The Herald Publishing Company, Limited

Calgary -:- Canada

Edgar J. Guy, Eastern Representative
65 Canada Life Building, Toronto

the success of former pupils, the faculty, and the religious environment. These may vary in importance with different institutions, but if the appeal is made with enthusiasm and couched in simple, forceful English, it is bound to carry good weight.

There need be nothing undignified in the introduction of commercial advertising methods into scholastic advertising. It simply resolves itself into a problem of keen analysis, a study of the market and a determined effort to reduce waste. The conservatism of many of our school authorities in this connection is, we are aware, difficult to overcome, and we are confident that if scholastic advertising in the future is written along the lines which we have indicated, a gratifying response will result.

SOME FLIES IN THE ADVERTISING CREAM JUG

By Truman A. DeWeese, Director of Publicity for the Shredded Wheat Company

IN a general way, it may be said that all advertising must appeal to the thinking classes. The ability to read and understand good English presupposes a certain standard of intelligence, and the desire to read newspapers or magazines evidences a taste for knowledge—sometimes a hunger for culture. Advertising reaches only the reading classes. It is well, therefore, to keep in mind some of the fundamental facts about advertising. The advertising solicitor talks so confidently and smoothly about selling "space" and "circulation" that the advertising director unconsciously drifts into the seller's view-point and actually begins to think that he is buying something tangible or concrete, when the truth is, he is only buying the opportunity to interest or attract the attention of a certain body of readers.

From the standpoint of a buyer of advertising I should say that advertising is seriously menaced by two dangers. In other words, there are two flies buzzing around in the advertising cream jug which threaten to spoil the feast if they cannot be removed. The effectiveness of advertising is seriously crippled by many irregularities and absurdities. Many of these abuses are gradually being wiped out, but the two absurdities to which I shall call attention have not been eradicated as yet, and they will have to be overcome through a gradual understanding of the practice of publicity and a study of the most effective methods of expending an appropriation to secure the largest returns.

The first danger to which I wish to call your attention is the tendency of the editorial management of newspapers and magazines to ignore the rights of the advertiser whose patronage is the chief source of revenue for the publications. This danger is a source of great discouragement and discomfiture to the national advertiser.

INFORMATION

YOU are now planning your Fall Campaign Advertising, and there may be points regarding certain towns that you are in doubt about. Perhaps GALT is one of these towns.

We will be pleased to furnish any advertiser or prospective advertiser with any information required about the towns of GALT, PRESTON and HESPELER, or surrounding country.

DO NOT overlook the GALT REPORTER in planning your Fall Campaign. Consult your advertising agent, or write direct to us.

GALT REPORTER LIMITED

GALT, ONTARIO

"Canada's Best Town"

INCLUDE

The Daily Nugget

in your advertising appropriation.

Northern Ontario's only daily paper.

Total daily circulation exceeds 5,500 copies. Covers area from North Bay to Cochrane.

Send for rate card showing distribution of circulation, and giving facts relative to purchasing possibilities of the area covered by medium.

The Cobalt Daily Nugget
Limited
COBALT, - - CANADA

You Can't Forget An Old Friend

One who has done you service in the past and is now better able to serve you.

THE LONDON ADVERTISER

is unexcelled in Western Ontario. It's circulation is guaranteed.

London Advertiser Co.
LONDON - ONTARIO

There is in most newspaper and magazine offices an unbridged chasm between the editorial office and the business office. This does not always exist where the editor is owner of the publication and where the editor is a business man instead of a literary purveyor of rhetorical platitudes. The discouraging inconsistency in newspaper management is a survival of the old school of "journalism" where the revenue came from subscribers and when a great multiplication of industrial enterprises had not developed advertising to its present colossal proportions. In these days when journalism has become a manufacturing industry, however, there is no longer any excuse for a condition that does not insure the advertiser protection from the editorial or news columns

Several concerns engaged in the manufacture of cereals, we will say, spend several thousand dollars in a magazine, and along comes the magazine with several pages of dreary, innocuous drivel, written by a so-called "doctor" or "food expert," who undertakes to tell the public that the food value of prepared cereals is overestimated and that the price is exorbitant and the claims to purity and cleanliness unfounded. These same concerns, we will say, spend thousands of dollars in newspapers, and along comes a long-haired professor who lectures before a women's club or a church organization and tells the women that breakfast cereals are a fake, that a few cents' worth of raw wheat will make ten dollars' worth of ordinary breakfast food and that the prepared foods are deficient in body-building elements. All of which is carefully reported in the news columns of the paper in the town where the professor is delivering his lecture. It is worked up with the usual reportorial em-

Simple design, but attractive

bellishments. It is also noted that a court decision that is against the interests of advertisers nearly always receives favorable editorial comment in the big influential newspapers.

Of course the advertising manager will disclaim all responsibility for the manifest injury done to the advertiser. After taking the advertiser's good money for the advertising, he assures the advertiser that he is powerless

HAMILTON NEWSPAPER UNION LIST

is composed of country newspapers with a genuine subscription circulation.

More than 75 per cent. of all the newspapers in Canada are Country Weeklies.

No advertising proposition can stand beside continuous space in the Local Publications when country people are to be reached.

Country trade is valuable, and sticks. It is useless trying to capture it except through the Local Weekly.

The largest and most successful advertisers invariably use our list of Country Weeklies.

Sworn Circulation for 1912, 2,389,764

Weekly Average, 45,957

Hamilton Newspaper Union
Hamilton, Canada

THE WINDSOR RECORD

is now engaged installing a Tublar Rotary Press with a capacity of 25,000 16 page papers an hour —7 a second—in order to take full care of its rapidly increasing advertising patronage and growing circulation. Watch Windsor grow and watch The Record keep in advance of it.

The Most for Your Money

No other paper can possibly take your announcements to the wealth-owning and heavy-buying people of Western Ontario like

THE LONDON FREE PRESS

With its three editions daily—**Morning, Noon and Evening**—it reaches all classes of people. The circulation is guaranteed by the Association of American Advertisers, and the average figures are now well over **33,000,** paid.

No advertising campaign is complete without THE LONDON FREE PRESS.

Any authorized advertising agency will give you rates.

The London Free Press Printing Co., Limited
LONDON, CANADA

EDGAR J. GUY
SPECIAL REPRESENTATIVE
Canada Life Bldg. Toronto

to protect him from the reportorial bull in the editorial china shop. He doesn't have anything to do with the editorial direction of the paper, and when you buy advertising you must take your chances on being lampooned or pilloried by the editorial department. No question of veracity or scientific accuracy is considered. A reporter reported the statements of an irresponsible purveyor of half-baked opinions, and the city editor printed it and called it "news." If the reporter brought in a news article in which the product of the advertiser was mentioned it would be promptly blue-penciled out in accordance with the rules of the office. To mention the advertiser would be contrary to journalistic ethics and an affront to the fine editorial standards of a time-honored profession.

The fact is, there should be in every well-ordered, well managed newspaper or magazine office such an understanding and such rules of procedure that it would be impossible for a reporter or editor to injure the business of the advertiser. Having spent twenty years in the newspaper business in both editorial and business offices, I do not hesitate to affirm that such an arrangement is not only possible, but in strict accord with business sense. Unless this assurance can be given by owners of every publication it is but a question of time when the big advertisers will resort to other methods of acquainting the public with their product.

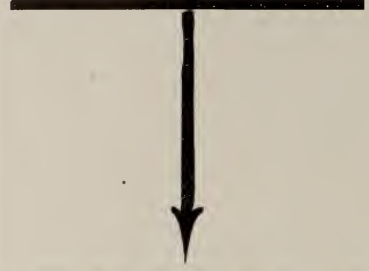
The other fly in the advertising cream jug that threatens to contaminate it with its dirty, germ-laden feet, is what I would call indecent advertising—advertising that affronts the public sense of decency and which makes a newspaper unfit to go into an American home.

This has no reference to the so-called "fraudulent advertising." There are agencies at work to secure legislation in various cities to punish fraudulent advertisers and to regulate the practice of advertising. *Printer's Ink* and other independent journals are promoting legislation that is calculated to eradicate this abuse.

My protest is against indecent advertising, the kind that panders to the lowest and vilest tendencies and tastes. My appeal is for the disinfection of the newspaper advertising columns. I have no objection to the advertising of the cough medicine that claims to cure a cough and yet does not always cure it. If this test were applied to physicians many of them would be in jail, but when the advertising columns of a newspaper are used to offer assistance to the vile beings who contract diseases through vice, or offer relief for those hapless derelicts who have abused or violated the most sacred obligations of life, I believe it is time for the state to get busy with its "chloride of lime."

The national advertiser has it in his power to compel a cleaning up of the newspaper advertising

We Want Your Ad.



Write Advertising Department

Times Printing Company
Limited
Hamilton - Ontario

IN making your arrangements for your Fall advertising campaign, see that the

HAMILTON "TIMES"

IS INCLUDED IN YOUR LIST OF NEWSPAPERS.

The "TIMES" is one of Ontario's live newspapers; bright, clean and up-to-date. The Daily and Semi-weekly cover a large territory in which you are bound to get results. It will pay you to be in the "TIMES."

SOME DISTINCTIVE FEATURES OF THE CANADIAN COURIER ARE

Twice-a-Month Woman's Supplements, with a page or two every week devoted to topics of interest to women; Twice-a-Month Country Life Section; Financial, Music and Children's Sections every issue; Special numbers, at appropriate periods, devoted to Motoring, Travel, Education, etc.; Home Products and Christmas Numbers, that are probably the best issues of the year.

These features, combined with our general news and comment, make the CANADIAN COURIER a journal of outstanding interest to our readers and value to our advertisers.

Do you not think the CANADIAN COURIER should find a plaee on your advertising list?

THE CANADIAN COURIER

TORONTO CANADA

Sworn Average Circulation, 28,000

columns. If the advertiser of a clean, pure food product or other high-class commodity finds himself on a page of a newspaper in company with "nerve beans," "bust developers," whirling spray syringes, or with a lot of bald-headed or bewhiskered fakirs who offer to cure the venereal diseases of men on the monthly payment plan and who print their pictures to convince the public that they are not escaped jailbirds, the advertiser should cancel his advertising as soon as he can get a message on the wires.

The trouble comes from the counting room. The desire to sell every line of space regardless of the claims of the publisher that he is publishing a "newspaper" leads to the admission of advertising that is unclean and indecent. It is the news and editorial matter in a newspaper that gives value to the advertising. The advertising value decreases, therefore, as the news matter diminishes in quantity or interest. Many newspapers are carrying too much advertising. A few years ago when I was on the editorial staff of the Chicago *Record-Herald* I recall the fact that Marshall Field suddenly disappeared from the big Sunday editions of the Chicago papers and threw his advertising into the Monday morning newspapers, when they carry little advertising and when he stood out very conspicuously in small space. With much smaller space his advertising had more value in the Monday morning paper than in the Sunday edition because it was seen and read by more people and because it was surrounded by a greater mass of interesting news and editorial matter. If the newspapers are to retain their hold on national advertising they will have to set a limit on the number of lines of advertising admitted in any one edition.

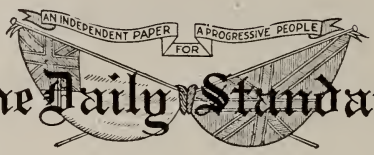
Such a suggestion is apt to be greeted with a howl of derision by the publishing fraternity, and yet the time is coming when some sagacious publisher, who can see far enough ahead, will start the movement by announcing that hereafter the amount of advertising admitted to any one edition of his paper will be limited to ten thousand lines, or twenty thousand lines, depending on the size of the paper. Then watch the scramble of advertisers to get into his columns. Also observe the alacrity with which other publishers tumble into the band-wagon. Who will be the first to announce his determination to print a real newspaper and to insure a certain value to advertisers who patronize his columns?

* * *

The modern advertising representative thinks in campaigns, breathes service and sells opportunity.—*O. C. Harn.*

* * *

Advertising is the editor-in-chief of the commercial world—the interpreter which sets to print the needs of mankind—the sap of the business tree distributing to the millions of consuming leaks.—*Douglas N. Groves.*



Is the oldest daily newspaper in Saskatchewan. Its readers are the kind that stick to an honest proposition whether it be a newspaper or an article of merchandise. Many of our present readers began with the first issue (as a weekly) nearly thirty years ago.

The Standard is an independent newspaper with no influence behind it except the confidence the people have in it.

Spasmodic advertising will have very little effect on Standard readers, but a carefully prepared campaign is bound to bring results, if the commodity advertised is worthy of the patronage of STANDARD readers.

Combined Daily and Weekly circulation over 15,000.

Rate cards and further information on request.

THE STANDARD PUBLISHERS, LIMITED
Regina, Sask.

Special Representative for Eastern Canada wanted

WHAT'S DOING AT THE AD CLUBS

TORONTO

TEXAS and Boston met us at the station with a band and escorted us to the Hotel Belvidere.

In naming this hotel they used too many letters. They should have called it Hotel Dear, because their charges were a "thing of beauty and a joy forever." Hot Bovril, $1.10 per cup; half grapefruit, 40 cents, etc.

The pipers made their usual hit along the line of march, as did the whole club. There was only one trouble, however. The streets of Baltimore reminded one of a stroll through our Canadian Rockies seeking a mountain goat; you literally leap from crag to crag. Ask Mr. Phipps, or Mr. Robertson, or Mr. Puddy. In fact Mr. Puddy came back from the pageant with a very pointed specimen, remarking that "he didn't think it fair to sharpen them for the occasion." Even Charlie Matson was rather sore about the streets of his "terra mater."

Our President was again elected to the Executive.

Our Mayor made the speech of his life on two occasions. First, when he asked for the convention, and then when he attended the banquet to foreign delegations.

Our Jules talked from the organ loft through the medium of music at the service Sunday morning, and was followed by Dr. J. A. Macdonald, of *The Globe*, who gave, according to the Baltimore press, "the most inspiring address delivered at any church." His subject was "The law of the neighborhood as against the law of the jungle." The church was filled to its limit and one could see the faces of Waldo, Coleman, Lydiatt and many others in the audience.

H. B. Cowan, Peterborough, delivered an address also, which made two pulpits filled by Toronto men. His address was most favorably commented upon and deserved all it got.

With one or two exceptions our boys attended the convention most faithfully. We all went there for business and had it strictly in charge to attend to that business.

Brodie's train was a winner and well worth the price of admission. He most assuredly demonstrated in the real his line of air at a recent luncheon when he told what they could do. Trouble is they do a lot of pleasant things you do not expect. We would like to know for Murray Ross, though, what became of that car. Will Brodie please answer if it does not compromise himself?

By the bye, Murray Ross is thought to have purchased a lamb chop clandestinely in Baltimore. Can any one vouch for the truth of this?

Our congenial friend Bob Coryell, chaperoned by Chas. Matson, the staid, is glad to give any information desired re Baltimore as a city. Ask Bob.

Mr. E. C. Phipps had the honor

A Help or a Hindrance ?

EVERY letter head, every envelope, every folder, booklet or catalogue that is sent out from your office exerts an influence for or against your business

Whether your commercial literature is a help or hindrance depends mostly on where it is printed.

Have it "Acton-printed." That will insure its getting a good reception and exerting a powerful influence towards sales of your goods. "Acton-printed" means clean-cut, business-like, attractive.

Acton Publishing Co., Limited

TORONTO MONTREAL

of receiving the degrees of the Most Ancient and Honorary Order of The Red Rooster and Purple Cow. He reports a most interesting experience.

Mr. John Blackhall was the kingpin with the ladies. Any wants, losses, or family differences were ably and diplomatically handled and the parties concerned seemed entirely satisfied.

Now that the hottest contest in our history for the presidency is over, it is up to every man to get his coat off and shoulder his individual burden. Deliver the message to Garcia and away with petty jealousies and lame excuses. When your name is called, answer "here" and see to it your work is 100 per cent. efficient.

The elections brought out some good men of whom we knew nothing. These men can play their part, in fact they practically pledged themselves when they spoke at that meeting.

Let's get together, men, play the "Maple Leaf," and like Scott says of his Antarctic heroes: "We are not out of the woods, but hope dawns as indeed it should when I find myself so wonderfully served. Officers and men are singing chants over their arduous labors. Not a single one has lost his good spirits." Like the voice of Nelson do these words make us proud that we are British. Let's be British proud in laboring for Canada, Britain, the convention and Rook. Come along, men, lend us your heads, arms and counsel.

THOSE GOOD HALF TONES AND ZINCS

deserve the best treatment in their reproduction. Entrust your electros and stereos to the

WILSON-HUNT COMPANY

They have the plant, skill and experience to warrant a first-class job **every time.** We have our own power, and delays with us are unknown.

THE WILSON-HUNT COMPANY

64 Temperance St. **(The Old Grip Bldg.)** **TORONTO**

A TELEPHONE CALL
OR POSTAL CARD
will bring one of
our Representatives
to consult you on
your Designing
or Engraving
Needs

The NUMBERS, MAIN
957 or 958

LEGG BROS. LIMITED

THE MARK
OF HIGH QUALITY
IN DESIGNING AND ENGRAVING

5 JORDAN STREET
TORONTO, CANADA.

GO TO THE SPECIALIST

OUR CUSTOMERS say our

Half-tones of Mechanical Subjects and Zinc Etchings

stand in a class by themselves.

Write for samples and be convinced.

Personal attention given to every order.

The Hood-Sandham Co. LIMITED.

DESIGNERS AND ENGRAVERS

10 Johnson Lane, Toronto

THE BIG THING IN ADVERTISING

SOME say it's the picture. Some say it's the copy.

And now, since everybody's had his say, let's offer an amendment.

The truly Big Thing is the Idea.

Look over the advertisements in any publication and you can classify them as follows:

1. No illustration, poor copy, no idea.
2. No illustration, good idea, but poor copy.
3. No illustration, good idea and good copy.
4. Poor illustration and any of the first three combinations of idea and copy.
5. Good illustration but unrelated to the copy, which may be good or bad.
6. Good illustration, in harmony with the copy, and with a worth while idea back of both.

There can be no reasonable doubt that No. 3 and No. 6 are the boys that land the business, each in its own field—we won't venture any assertion as to when an advertisement should be run without illustration.

But let us consider No. 6 in more detail.

By "idea," we mean something like this:—

A compact, concise, illustrated, short story, brimful of human interest, with a head line and picture which force home a vital point of contact between the thing you have to sell and the man who has to buy.

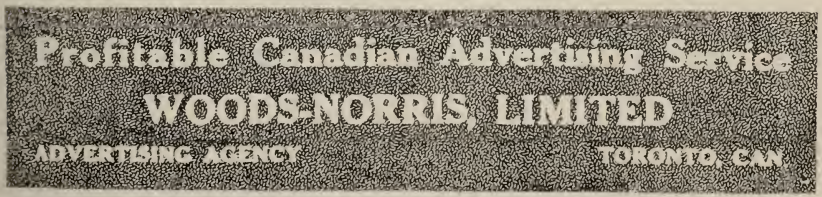
Having aroused interest by an appeal which is instantly understandable by the reader, you are in much better position to "get across" the selling arguments by which you hope to make him a customer.

A series of advertisements published by The Timken Companies illustrates the point very well. Underlying all was one main idea, while each individual advertisement had a special motive or idea of its own.

The big idea was this, "We won't try to sell our axles and bearings by telling how good they are, but by telling the reader that motor-car axles and bearings are vitally important and that he ought to know a lot more about them."

This furnished at once a tremendous source of inspiration for both designer and writer.

The secondary ideas—or those which served as motives for individual advertisements—were logically developed from the main idea. They were, in fact, answers to the question, "How to get the most



Service and Cooperation

The finest recommendation that any Advertising Agency can have is that of clients of many years' standing who speak in the most glowing terms of its cooperation and service.

We do not profess unduly, but we can refer any advertiser or prospective client to the way in which we have handled the business for many leading Canadian advertisers for whom advertising has spelt "success" with a capital "S".

We only ask an opportunity of being able to get in touch with you, when we know we can get together for our mutual advantage.

Write or wire at our expense, asking our representative to call on you.

WOODS-NORRIS LIMITED

Advertising Agency

Mail Building -:- Toronto

interesting, attention-securing appeal in order to put the main idea across?" In other words, each was to find a point of contact.

Now right here is where many so-called "clever" people fall down. They have a good basic idea for a campaign but they fail to get it over to the reader by lack of a point of contact. They either tie one end to a metaphor and forget to fasten the other end to their product, or they tie both ends to the product and forget the reader. They will probably illustrate an axle advertisement by a picture of the man in the moon or a pretty girl.

Dainty treatment, exceptional drawing and good use of screen

The Timken Companies, however, sought for a real point of contact, and found it in the motor-car. Here was something of great interest to the man they wished to reach, although he was not interested in axles *per se*. Each advertisement, therefore, connected "motor-car" to "axles and bearings," and the connecting link was "safety," "saving gasoline," "lower cost of upkeep," etc.—with the continuous intimation that here was a new and interesting subject that it was worth while for the reader to be familiar with.

The illustration, headline and opening paragraphs of each ad were in harmony with each other and with the basic ideas.

Try some such method in your next publicity or direct-mail campaign, and see if it won't bring better results than any hit or miss combination of stock-cuts, catalog arguments and head-line generalities.—*The Layman Printer.*

* * *

Even advertising lies, like profanity, may come from a deficient power of expression.—*Jesse H. Neal.*

For Eastern Canadian and American manufacturers there does not exist on this continent a better or more profitable field in which to market their goods than

THE CITY OF VANCOUVER and
THE PROVINCE OF BRITISH COLUMBIA

That of course is in *this* year of 1913. What it will be ten or fifteen years hence is quite removed from the region of surmise because then, and likely long before then, this coast will be producing all that we now have to import. But now the field is ripe and open to almost everything the East can manufacture.

THE SUN

A morning paper published in Vancouver every week day during the year is sold to

100,000 SUBSCRIBERS)
121,000 READERS) DAILY

21,000 and over individual Subscribers daily

IT IS GROWING—Like everything else in the West.

Published in Vancouver, B.C., every week day by

The Burrard Publishing Company, Limited

Eastern Canada Representative
EDGAR J. GUY, - CANADA LIFE BUILDING, - TORONTO, ONTARIO

THE HAMILTON HERALD

The live up-to-date newspaper of Hamilton prints the news all the time for all the people—non-political.

The People's Popular Paper
The Big Home Paper
The Real City Paper

Read thoroughly by the masses. **Largest paid City Circulation. Original—Fearless—Progressive.**

Advertising rates on application

The Herald Printing Co. of Hamilton, Limited
Hamilton, Canada

THE BALTIMORE CONVENTION

From Our Own Correspondent

THE profound impression created by the thirty sermons preached by lay advertising men in as many Baltimore churches on Sunday, June 8th, gave considerable impetus to the gospel of honesty and truth amongst the world's advertising men, which was so prominent a feature during the subsequent week.

From every part of the world leading advertising men had come, and the key-note which was struck in the religious services was that truth is necessary in advertising, equally so for the dealer in advertising space in his circulation statements, for the agent in the writing and placing of advertising copy, and for the advertiser himself.

The turn-out to every one of these Sunday morning services was excellent, and, in most cases, "Service" was the theme of the sermon. Just as "Service" is the key-note of the Christian religion, so the Ad men maintained that "Service" in its highest interpretation was typified in the work they were trying to do. The present campaign to advertise religion, being carried on in a number of papers, had the hearty endorsation of a number of speakers, and in the afternoon a big open air meeting in Druid Hill Park, attended by more than 15,000 people, heard President Coleman's eloquent address on "The Value of Co-operation." Wm. C. Freeman, of the New York *Tribune*, presided. Sunday evening was given up to getting acquainted, and Monday morning the visiting delegates, most of whom had by this time arrived, were greeted by Governor Goldsborough, of Maryland,

WILLIAM WOODHEAD

President, A. A of San Francisco. The Newly-Elected President of the A.A.C.A.

Mayor Jas. H. Preston, of Baltimore, and President Edward J. Shay, of the Advertising Club of Baltimore. "Construction" was the key-note of President Coleman's opening address, and he maintained that the work to be done during the next three or four

TO MANUFACTURERS OR GENERAL ADVERTISERS OF MERITORIOUS PRODUCTS WHO ARE NOW PREPARING THEIR

FALL and WINTER CAMPAIGN

Here is a suggestion:—

In order to cover the Western Canadian field thoroughly, it is essential that you use the newspapers of Western Canada. You will find that the people of the Prairie Provinces respond quickly and intelligently to newspaper publicity, and that Western Canada offers an excellent opportunity for the marketing of quality products.

Of course—

The Free Press of Winnipeg

The Big Newspaper of Western Canada

will be the first paper on your list. With its circulation of over 65,000 copies per issue you can completely cover Winnipeg at one cost, and reach practically every town, village and hamlet in Western Canada. But to blanket the Prairie Provinces you should use, in addition to THE FREE PRESS OF WINNIPEG, a well selected list of further Western newspapers at strategic points. Any of the recognized advertising agencies will be glad to advise you on Western Canadian conditions. They will furnish estimates of cost, prepare copy and submit sales' promotion plans. Get in touch with them, or see, or write.

EDGAR J. GUY, Eastern Canadian Representative
65 Canada Life Building, Toronto

years would honor the name of Advertising. President Coleman's annual report was optimistic in the extreme, and he paid glowing

WALTER B. CHERRY, Syracuse
Vice-President A. A. C. A.

tribute to the work of Herbert S. Houston, Educational Committee, Harry D. Robbins, Vigilance Committee, Richard H. Waldo, Publicity Committee, and Douglas N. Graves, Programme Committee. Secretary Florea's report showed a membership of well over 10,000. The nominations were then called for the various offices for the ensuing year. Wm. Woodhead, of *The Sunset Magazine*, San Francisco, on the refusal of Mr. Houston to stand, received the fullest support for the presidency, and his election was assured. Walter B. Cherry, of Syracuse, was similarly chosen as vice-president, with T. W. Le Quette, of Des Moines, as treasurer, after the refusal of W. W. Cloud, of Baltimore, to stand. It was only to be expected that P. S. Florea, of Indianapolis, in consequence of his splendid work for the Association, would be re-elected, and this took place. There was no opposition whatever to the selection of To-

T. W. Le QUATTE, Des Moines
Treasurer A. A. C. A.

ronto for the meeting place of the convention of 1914, and it behooves Canadian advertising men to get busy right away and show

No Advertising Plan Embracing the West is Complete Unless

Moose Jaw

is included

The way to cover Moose Jaw and the railway towns within a radius of 100 miles is to use

THE MORNING NEWS

You can cover Moose Jaw thoroughly with the NEWS, and you can't cover Moose Jaw at all without the NEWS.

"NEWS" readers are intelligen., prosperous people with money to spend for needs and for luxuries. Tell them your advertising story through the medium of their favorite newspaper. Write for rates and sample copies, and detailed statement showing sworn circulation, by far the largest of any newspaper published between Regina and Calgary. WRITE TO-DAY.

The NEWS PUBLISHING CO., Limited Moose Jaw Saskatchewan

Your Fall Campaign

¶ Head the list of papers for your fall campaign, with the Montreal Gazette and you'll be sure your message is read by people who are able to buy your goods.

¶ The average purchasing power of The Gazette's clientele is greater than that of any other Canadian newspaper.

The Gazette - Montreal

our good friends south of the line that we have really got something worth while in this splendid country of ours.

Following a Soft Hat Luncheon at noon on Monday (an innovation which permitted the delegates to stay on the spot and saved no end of valuable time), Departmental Sessions were held consisting of talks from different advertising interests. These were delivered from recognized authorities in the various fields, and a small committee was selected from each section to choose one delegate from the whole, to formulate the sentiments of the different sections and to deliver them to the assembled convention on Friday. Tuesday morning was devoted to the business of the convention, and a useful and inspirational series of meetings was held, covering the whole field of Advertising. The Educational Committee and Vigilance Committee also met, and the spirit of the convention, embodying honesty and truth in advertising, was vigorously hammered home. This latter committee work occupied the afternoon session, and was followed by a reception at the home of Mayor Preston, of Baltimore.

What was for many the most helpful feature of the convention occurred on Tuesday evening, when several leading advertising men of America, who have made large fortunes out of their novel and instructive methods of publicity, gave an account to crowded audiences of how their successes had been achieved. These stories of success were told by four of the biggest men on the Continent—George W. Hopkins, of The Loose-Wiles Biscuit Co.; Milo C. Jones, of Jones Dairy Farm, Wis.; E. St. Elmo Lewis, of the Burroughs Adding Machine Co., and C. W. Post, of Battle Creek, Mich. How obstacles and obstructions had been battered down, how the fight had been carried into the enemy's territory, how, after success had been achieved, they had not been content to rest on their oars, but had continued to press right on, these, and the outstanding faith in their own products, were the features of this series of remarkable addresses. Wednesday morning struck a novel note, for,

P. S. FLOREA, Indianapolis
Re-elected Secretary A. A. C. A.

for the first time in the history of advertising, its exponents had an opportunity of hearing from the buyers of advertising themselves, what can best be said for the media at their disposal. These ten minute addresses were of the the Advertising Cream Jug," by delegates, and amongst other subjects discussed were "Advertising Agents," by E. C. Tibbetts, of the B. F. Goodrich Co.; "Flies in the Advertising Cream Jug," by Truman A. De Weese, of the Shredded Wheat Co.; "The Secret of Retail Store Success in Advertising," by Mr. Bramley, and "The Remarkable Field for the Farm Press," by G. B. Sharpe, of the De Laval Separator Co.

E. J. SHAY
President, Advertising Club of Baltimore, to whom such a large part of the success of the Convention was due.

Wednesday afternoon was given up to addresses of inspiration and optimism by S. C. Dobbs, Rev. N. Boynton, Louis Brandeis, and Herbert N. Casson, Mr. Brandeis' address on "Truth in Business" in particular creating a most favorable impression. The trolley run to Gwynn Oak Park in the afternoon, and the Moonlight Cabaret in the evening are noted in another column. Thursday was given up to the reports of the committees and in the evening the president's reception and ball proved a huge success. On Friday addresses were delivered by foreign delegates, and the reports and recommendations of Wednesday's conference of committees was pre-

A. I. HART
Chairman Publicity Committee—The man Baltimore has to thank for most of the splendid publicity it obtained

sented by Wm. C. Freeman. This amounted to a declaration of principles for which the Associated Clubs stand.

The personal endorsement of each delegate was pledged to this remarkable document, and by it the advertising men took a foremost stand among business and

C. W. McDIARMID
Retiring President Toronto Ad Club, who has been so indefatigable in promoting the Club's interests

professional men of all classes in the promotion and conservation in every way possible of business integrity.

The general session in the afternoon in the armoury witnessed the announcement by the Executive Committee confirming Toronto as the 1914 meeting place, and the officers as nominated on the initial day were duly pronounced elected.

With the limited space at our disposal our readers will realize that it is quite impossible to include, even in condensed form, the many very excellent addresses that were given, but they may rest assured that from time to time in the next few months, fairly full reports of the most interesting speeches will be reproduced in our columns. From so much good material we know it is difficult to make a selection, but an honest endeavor will be made to reproduce just such matter as has most intimate bearing on Canadian advertising conditions.

* * *

A COMMON MISTAKE

The best of employers largely confine their efforts to teaching but one of the two necessary things—namely, technique.

Technique never made a great artist or a master business-builder, though there was never one without it.

There must be a man behind the technique—personality behind the tool. The efficient man with efficient technique is the artist—the master business-builder.

To be successful, organizations must teach their men not technique only but the fundamentals of character development. Not only the president must be efficient, but the cash-boy and even the porter. Every link in the chain must be well soldered if the chain as a whole is expected to hold together.

"Efficient men—efficient service" are the watchwords of Success.

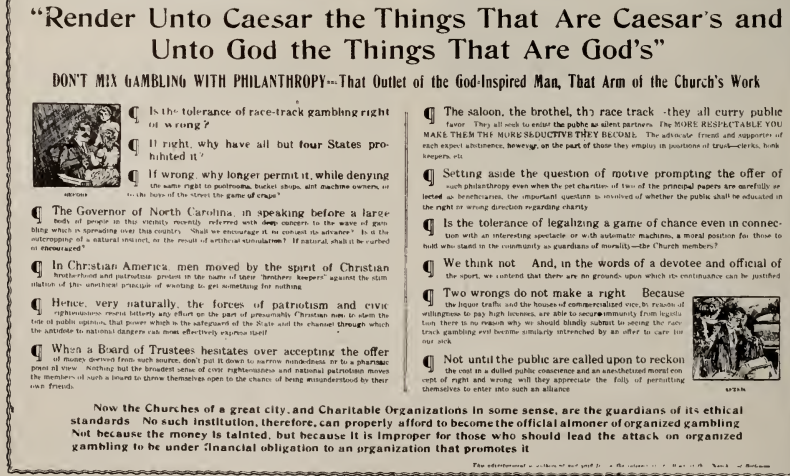
RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

APART from all question as to the rights or wrongs of gambling, the ad reproduced, gotten out by the committee selected by the Churches of Baltimore, is just about one of the most forceful pieces of advertising argument, that I have ever come across. There is no beating about the bush, but just a plain, common sense argument that if a thing is *wrong*, cut it out, but if right, allow it. I gather from the ad. that it has been inspired by the fact that racing clubs in this centre have been allotting some part of their profits to philanthropic objects, and the appeal is that this tainted money should, under no consideration, have been accepted. The typography is striking and impressive. I do not think the same can be said of the illustrations, which are poorly drawn, and hardly tell the tale the way they wish to. However, it is evident that it was a master mind that wrote this ad, and I feel that it must have made a deep impression on the thinking public.

* * *

The Hecla Furnace people have hit upon a mighty good caption—"Saves one ton in Seven," and if they can only make good their assertion there should be a wonderful demand for Hecla Furnaces in the near future. This is only one example of how the furnace and radiator people are taking advantage of the slacker summer months to put prospective buyers in a favorable state of mind to-


"Render Unto Caesar the Things That Are Caesar's and Unto God the Things That Are God's"
DON'T MIX GAMBLING WITH PHILANTHROPY—That Outlet of the God-Inspired Man, That Arm of the Church's Work
Is the tolerance of race-track gambling right or wrong?
If right, why have all but four States prohibited it?
If wrong, why longer permit it, while denying the same right to poolrooms, bucket shops, slot machine owners, or to the boys of the street the game of craps?
The Governor of North Carolina, in speaking before a large body of people in this vicinity recently referred with deep concern to the wave of gambling which is spreading over this country. "Shall we encourage it, or combat its advance?" Is it the outcropping of a natural instinct, or the result of artificial stimulation? If natural, shall it be curbed or encouraged?
In Christian America, men moved by the spirit of Christian brotherhood and patriotism protest in the name of their "brothers' keepers" against the abomination of the unethical principle of wanting to get something for nothing.
Hence, very naturally, the forces of patriotism and civic righteousness resent bitterly any effort on the part of presumably Christian men to stem the tide of public opinion, that power which is the safeguard of the State and the channel through which the attitude to national dangers can most effectively express itself.
When a Board of Trustees hesitates over accepting the offer of money derived from such source, don't put it down to narrow-mindedness or to a pharisaic point of view. Nothing but the broadest sense of civic righteousness and national patriotism moves the members of such a board to throw themselves open to the chance of being misunderstood by their own friends.
The saloon, the brothel, the race track—they all curry public favor. They all seek to enlist the public as silent partners. The MORE RESPECTABLE YOU MAKE THEM THE MORE SEDUCTIVE THEY BECOME. The advocate, friend and supporter of each expect abstinence, however, on the part of those they employ in positions of trust—clerks, bookkeepers, etc.
Setting aside the question of motive prompting the offer of such philanthropy even when the pet charities of two of the principal papers are carefully selected as beneficiaries, the important question is involved of whether the public shall be educated in the right or wrong direction regarding charity.
Is the tolerance of legalizing a game of chance even in connection with an interesting spectacle or with automatic machines, a moral position for those to hold who stand in the community as guardians of morality—the Church members?
We think not. And, in the words of a devotee and official of the sport, we contend that there are no grounds upon which its continuance can be justified.
Two wrongs do not make a right. Because the liquor traffic and the houses of commercialized vice, by reason of willingness to pay high licenses, are able to secure immunity from legislation there is no reason why we should blindly submit to seeing the race-track gambling evil become similarly intrenched by an offer to cure the sick.
Not until the public are called upon to reckon the cost in a dulled public conscience and an anesthetized moral conception of right and wrong will they appreciate the folly of permitting themselves to enter into such an alliance.
Now the Churches of a great city, and Charitable Organizations in some sense, are the guardians of its ethical standards. No such institution, therefore, can properly afford to become the official almoner of organized gambling. Not because the money is tainted, but because it is improper for those who should lead the attack on organized gambling to be under financial obligation to an organization that promotes it.

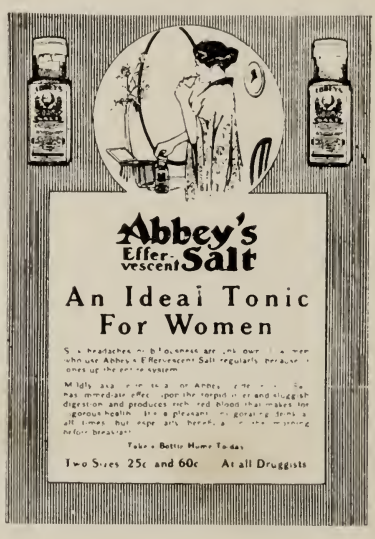
wards purchasing the goods which they manufacture, and such an enterprise has our hearty commendation. A second good point brought out in this ad. is the fact that no leaking of gases or dust is possible

Save one ton in seven
LET us send you this Book. It tells how to heat your home comfortably—and save one-seventh of your Coal Bill. ¶ The Hecla steel-ribbed fire-pot makes this saving. With three times the radiating surface of any other furnace, it sends more heat to the living rooms and less to the chimney. ¶ Everyone who is building a home, everyone who has a worn-out furnace or one that is wasting coal, will value the suggestions and information contained in "Comfort & Health."
Hecla Furnace
FOR COAL AND WOOD
Healthful heating is not possible with a leaky furnace unpleasant—it is a menace to health. The Hecla will supply with pure warm air because it cannot leak gas or dust.
Every point where a leak might otherwise occur is fused by our patent process absolutely tight. Time and use cannot loosen the Hecla Fused Joint
Is 1.7 of your Coal bill worth saving? Do you want more healthful heat?
Write for "Comfort & Health," a book on the sane heating of homes.
Coal Gas is not only
Steel-ribbed Fire-pot
No Gas No Dust
Fused joints cannot leak
Saves one ton in Seven
CLARE BROS. & CO., LIMITED, - - - PRESTON, Ont.
ALBERT WELCH & SON, 304 Queen St., W., TORONTO.

in this furnace, because of patent fused joints. Most of us at times have experienced the unpleasant odors of coal gas from a leaky furnace, and I think that this point has been made the best use of. The ad itself, although not over striking, is well balanced, and the "Write for Booklet" feature with the illustration of a hand offering the booklet "Comfort and Health" is well pronounced.

* * *

Excellent use of a wide Ben Day screen effect in the Abbey Effervescent Salt ad., under review, brings out very forcefully the bottle used by this firm. The appeal is made particularly to women, and the illustration connects up well in this respect. The arguments in favor of its regular use are well brought out, and its virtues are proclaimed in a manner in no way offensive. I notice that the name of the manufacturer has been omitted, but the phrase, "At All Druggists," is probably sufficient to remind the



public that such a widely known and advertised preparation can be obtained without any difficulty.

* * *

Here is a good example of the fool ad, which now-a-days seems to be found almost entirely in the trade press. Of course, the idea of the extraordinary looking illustration is to attract attention, but I think that the point which this company wished to emphasize—that users should beware of imita-

tions—could have been depicted in a much more dignified and forceful manner than this.

Keystone products may be the

This Looks Like
Well!
Say a Giraffe
But it ain't
Look at the Feet
You will then know
It is an Imitation
These men are trying to fool the
People
KEYSTONA is trying to be imitated the same way but the Just-as-Good is just as far from being like KEYSTONA as this is a real Giraffe
Keystone Varnish Co.
Brooklyn N Y

very best thing of their kind on the market, but it is hard to believe that an illustration of this sort is going to appeal to hard-headed business buyers of varnish products. Then again, the word "Keystona" with the small words "flat finish" across its centre, signify nothing to the average reader, and you have to get into the very bottom of the ad to find the word "varnish," the only indication of the nature of the product that is being advertised. Yet from three or four which I have recently reproduced you will gather that there are some fossils still left in the advertising business.

* * *

The series of Bowes Eggs advertisements recently appearing in the daily press are so good, because of the remarkably strong illustrations. I have not been told who the artist is, but I will hazard a good guess and attribute the work to a lady artist, Miss Carter. For use in the daily press this style of illustration, the strong blacks and whites, and the elimination of all unnecessary lines, is very hard to beat. The reading matter is short and snappy, and this series of advertisements certainly bears witness to the fact that there is scarcely any commodity under the sun which can-

not be boosted profitably with the assistance of judicious advertising.

One could hardly believe that eggs would prove a profitable advertising proposition, yet here we have a series of ads so strong that they catch the eye in an instant, and I shall be very much surprised if they have not proved a profitable investment for this progressive firm.

CONVENTIONOTES

The Portland, Ore., contingent brought little Miss Mayo Methot (9 years old), the Portland Rosebud, who was in the limelight all the time and had the time of her life.

* * *

Baltimore hints that Toronto will have to "go some" to outclass the Maryland welcome.

* * *

Tom Bateman, of Cincinnati, easily captured first honors as Chief Noisemaker of the Convention.

* * *

Ad Club bands differ from other bands in that they play all the time they are marching. What a thirsty job!

* * *

The Fort Worth paper cow, the mascot of the Fort Worth, Texas, delegation, had printed on one side the enlivening caption "No Bull."

* * *

Many a "Kiltie" would have been glad of more orthodox garb during the chilly evening of Pageant Night.

* * *

Big Fred McJunkin, the "big noise" from Dallas, was in the limelight all the time, and in company with Jules Brazil, the Toronto midget, pulled off a number of remarkable stunts.

* * *

Bouquets for Baltimore were as plentiful as the flowers in June.

* * *

Brazil's unannounced piano monologue at the Cabaret Show was roundly applauded, and the turkey-trot by this versatile artist and big "Mack" McJunkin, from Dallas, created tons of amusement.

* * *

The Fort Worth men carried cardboard horses, in which they marched and galloped and played merry antics with the crowd.

* * *

Two hundred thousand persons witnessed the splendid advertising pageant on Monday evening.

* * *

A relay of Marathon runners carried a message of welcome from President Wilson to President Coleman, on the opening day of the Convention.

* * *

Who said Baltimore Oysters?

* * *

Toronto's announcement that the 1914 Convention would be given the time of their lives in the Queen City was received with tumultuous applause.

* * *

The Toronto "Kilties" made a remarkable impression at the big ball, as they were the only delegates not attired in the orthodox evening dress.

* * *

The consensus of opinion of the visiting ad men was that the Baltimore Convention was the greatest ever. Baltimore hospitality outshone its reputation.

* * *

Mayor Hocken, of Toronto, was a guest of honor at the Mayor of Baltimore's reception, at his own house.

THE NEW ADVERTISING CODE OF MORALS

Nothing can better exemplify the new idea of advertising and the spirit so prominent at the Baltimore Convention than the new creed of advertising formulated by a committee of leading advertising men, selected so as to adequately represent every advertising interest, and subscribed to, whole heartedly, by every delegate.

This must prove of absorbing interest to each one of our readers, and we produce it for their benefit. Here is the new creed:—

WE believe the time has now come when this great body, the Associated Advertising Clubs of America, should establish a permanent authenticated commission, composed of the constitutent elements represented in the present committee and such other elements as may be added, which commission should deal in detail with the problems existent in our fields.

We recommend that each of these constituent elements, the advertising agents, agricultural publications, directories, general advertisers, magazines, newspapers, outdoor advertising, printing and engraving, religious press, retail advertisers, technical publications, trade press, specialty advertising, and such other elements as may be added, be formed as suborganizations of the Associated Advertising Clubs of America and that into these departmental organizations be admitted as members only those who can meet the qualifications established by the duly authorized commission or investigating body.

PLEDGE SELVES TO TRUTH

We believe in Truth, the cornerstone of all honorable and successful business, and we pledge ourselves each to one and one to all to make this the foundation of our dealings, to the end that our mutual relations may become still more harmonious and efficient.

We believe in truth—not only in the printed world, but in every phase of business connected with the creation, publication and dissemination of advertising.

We believe there should be no double standard of morality involving buyer and seller of advertising or advertising material. Governmental agencies insist on "full weight" packages and "full weight" circulation figures. They also should insist on "full weight" delivery in every commercial transaction involved in advertising. We believe that agents and advertisers should not issue copy containing manifestly exaggerated statements, slurs or offensive matter of any kind, and that no such statements should be given publicity.

WANT CIRCULATION REVISION

We believe that the present chaotic multiplicity of methods in arriving at verification of circulation statements not only are confusing but inadequate and that the time for radical revision of these methods and for standardizing of statements is the present, and the

opportunity for constructive work along these lines is given by the assemblage at this convention for the first time of representatives of

HAL B. DONLY, *Simcoe Reformer*
President, Canadian Press Association

all the different interests concerned in this vital matter.

We believe in co-operation with other agencies now at work on this problem, especially in the plan of the central bureau of verification which has already been initiated by some of the organizations represented in this commission, and request the executive committee to proceed therewith.

We indorse the work of the national vigilance committee and believe in the continued and persistent education of press and public regarding fraudulent advertising and recommend that the commission, with the co-operation of the national vigilance committee, should pass upon problems raised, and conduct campaigns of education on these lines. We believe it to be the duty of every advertising interest to submit problems regarding questionable advertising to this commission and to the national vigilance committee.

ELIMINATE SHARP PRACTICE

We believe in the elimination of sharp practice on the part of both buyer and seller of advertising and advertising material will result from the closer relationship that is being established, and that in place of minor antagonisms will come personal co-operation to the increased benefit of all concerned, and the uplifting of the great and growing business of advertising.

We believe in upholding the hands worthy to be upheld, and we believe that each and every member owes a duty to this association of enforcing the code of

Just enough matter and good at that.
Art work excellent

morals based on Truth in advertising and Truth and Integrity in all the functions pertaining thereto.

WOODS-NORRIS ANNUAL PICNIC

1.—A Smiling Septette. 2.—The Staff. 3.—Another Group. 4.—Friends from the Ambitious City. 5.—SOME Ball Team. 6.—The Mascotte. 7.—The President and some of the older folks.

A PROFITABLE BUSINESS INVESTMENT

IT would be a platitude to say that the harmonious working together of the staff of any business house never fails to produce the best results from the work of each member of the staff. Yet how few firms have realized the profit to be derived from shutting up shop for one whole day out of 365 and forgetting business worries, get the picnic spirit, and do things properly. There is no surer way of banishing friction, smoothing petty jealousies and killing the other troubles incidental to every business, which unchecked, may easily develop into serious differences.

Woods - Norris Advertising Agency have for some years made their picnic an annual affair, and Queen's weather, as usual, greeted them on their jaunt to historic Dundurn Park, Hamilton, on June 10th. A full muster of staff and friends was present, and little time was lost on arrival in getting to work on the store of good things provided in the handsome new pavilion.

A wild and woolly ball game, the final score of which is uncertain, was played by teams under the captaincy of Jack Patterson and Don Tuck, and subsequently sports of a varied nature were indulged in. No records were beaten, but many of the contests were exceptionally close. Previous to the supper hour, by which time a number of other friends of the company had arrived, the prizes for the different events were distributed by the genial president, C. C. Norris, and at the evening meal bouquets were handed out *ad lib* by Jas. R. Allan, of the *Hamilton Spectator*, Chas. Davis of the *Times*, Bob Harris of the *Herald* and Miss I. B. Turnbull of the *Times*. "Scottie" Scott of *Canada Monthly* gallantly essayed the task of responding to the toast of the ladies.

Both trips going and coming were made on the water and the return journey was enlivened by varied degrees of harmony from members of the staff. Everything passed off without a hitch, thanks to the careful forethought and management and to Mr. J. R. Allan the gathering's best thanks are due for the excellent arrangements he had made for their interior comfort.

Vinolia
TALCUM POWDER
ROYAL VINOLIA
Bland, cooling, soothing, antiseptic and absorbent—easily brushed away and not clogging to the pores. Delicately scented with the charming Royal Vinolia Perfume, and sold in a large hinged-top tin, decorated with beautiful Wedgwood design, containing about double the quantity bought in the usual 1/2d package. In white or flesh tints.
Price 25 cents
BONNIE PRINCE CHARLIE
Fragrant with the delightful odor of White Heather. A talcum powder of the very finest grade, cooling, soothing and refreshing. Ideal for toilet or nursery. Gentlemen enjoy it after shaving. The Royal Stewart tartan in correct colors decorates the package, which is the same size as Royal Vinolia. In white or flesh tints.
Price 25 cents
LIRIL Violette de Parme
Purity and freshness are expressed in this talcum's delicate scent of violets. A relief also for sunburn, irritations and abrasion of the skin or prickly heat. In a daintily decorated tin with perforated top and swivel cover. In white tint.
Price 20 cents
On Sale at all Druggists
Vinolia Company Limited
London Paris Toronto
Snappy description, well connected up with the tins

MEN AND MEDIA

A NUMBER of important changes have taken place within the last few weeks among the newspapers of Montreal. The well known Montreal *Witness,* so long associated with the name of Dougall, will shortly be defunct, and will rise, phoenix-like, into a new paper to be known as the *Daily Telegraph.*

In addition, a new one cent morning daily to be called the *Daily Mail* will shortly be issued in the Conservative interests with Mr. McNabb, recently of the Montreal *Star,* at its head.

There is, we have no doubt, room for two morning dailies in the City of Montreal, which has been supplied in the English field for some time by the *Gazette* alone, and developments will be watched with considerable interest.

Messrs. Brierley and Abraham have left the Montreal *Herald,* which is now under the management of Mr. Beck, also late of the *Star.* This is the most significant change of any, in the Montreal newspaper field, as this paper, till recently a Liberal organ, has now veered right round to the Conservative party.

* * *

Whilst a tremendous amount of serious deliberation was crowded into the Baltimore Convention week, there was plenty of entertainment and hospitality provided for the delegates, and their good ladies.

On the Monday evening King Carnival romped rampant, and the huge pageant with its soldiers, freaks, bands, serious marchers, advertising floats and noise was voted a huge success.

On Tuesday the ladies were given a boat trip to Annapolis, where the historical sites were visited and a reception was given at the Governor's mansion. For the men there was no organized entertainment this day, the whole time being occupied with business sessions.

Wednesday afternoon the ladies were given an automobile trip to the Country Club, and in the evening a Maryland dinner and Moonlight Cabaret were held at Gwynn Oak Park. Over 4,000 people were fed in the open at the same time, and the vaudeville entertainment which followed was a great success. The fun was fast and furious and was kept up in the merriest manner possible until the early hours of the morning.

Thursday evening was the Grand Formal Reception and Ball, given to the outgoing president, Geo. W. Coleman. This was held in the armory building which was transformed into a gorgeous ball room. Nearly every ad club represented had one or more stunts to pull off, which created no end of amusement, the Toronto Kilties in particular coming in for rounds of applause.

Throughout the week everything possible was done for the comfort of the delegates and transportation arrangements to and from the armories were admirably looked

after. Tasty luncheons were provided every day for the delegates in the Convention Hall, and the consensus of opinion had it that the reputed Maryland hospitality had been most worthily maintained.

Toronto will have to "go some" next year if it is going to give the delegates a better time than they had last month in Baltimore.

* * *

Widespread sympathy will be offered to R. B. and J. M. Harris, proprietors of the Hamilton *Herald* in the sad motor accident which occurred near Bronte on June 29. In ascending a steep hill the heavy machine stalled and in some way the brakes failed to act, precipitating the auto down an 80 foot bank. The machine completely turned turtle and Mrs. R. B. Harris was killed on the spot, the other four occupants meeting with serious injuries. We are glad to hear that the injured are doing as well as can be expected.

* * *

The vigorous circulation campaign which the *Canadian Countryman* have been putting on during the past few months, has beaten all records in the matter of increase for a new journal, and speaks very highly for the high editorial merit of this favorite farm journal. It looks as if the fifty thousand figure which the proprietors have set as their mark, will be attained before the end of the present year.

* * *

The Toronto "Telegram" in the very laudable determination to "clean house," now refuses to accept any medical practitioner's card or the ad of any medical institute in which any reference is made to specific diseases of men or women, or to the sending of literature, or to any medicines claiming to be "cures" for these diseases.

For some time past belts, fake promotion schemes, palmists, racing tips, etc., have been excluded, and the standing of the paper raised by their exclusion.

There are so few Canadian papers which have made so sweeping a cleaning as this, that the "Telegram's" action deserves more than passing notice.

* * *

The H. W. King Company, Eastern representatives of The Regina *Saturday Mirror,* do not, as stated, represent the Vancouver *Sun.* Edgar J. Guy, Canada Life Building, represents this Western daily, and Mr. King is representative of The Vancouver *News-Advertiser.*

* * *

"Publicity," a new advertising magazine, made its bow to the Canadian advertising public with the May issue. There are several articles on various phases of advertising, but by far the larger amount of space is given up to show card writing, window designs, billboards, and other forms of outdoor advertising. We understand that J. G. Wright is the editor and Richard Pearce, advertising manager. The office is located at 159-161 Richmond street west, Toronto.

C. H. Hahndorf and C. B. Brewer, who were recently connected with the printing establishment of Rous & Mann, Toronto, have commenced business as designers, engravers and printers in the new Fremes Bulding. A complete modern plant has been installed, and their large experience in the printing business should warrant them receiving a generous portion of the printing of Canadian advertisers.

* * *

An unfortunate error crept into our June issue in reporting the names of the newly elected officers of The Canadian Press Association. The name of our good friend W. M. O'Beirne, of the *Stratford Beacon,* elected to the office of first vice-president, was given as W. J. Burns. Apologies!

* * *

E. S. Secord, late of the Cobalt *Nugget,* is assuming the advertising management of the Montreal *Herald.* A further period of prosperity is assured under the new management.

* * *

The following list is executive for the coming year of the Toronto Ad Club:

W. G. Rook, Pres.; C. W. McDiarmid, Hon. Pres.; W. Griffith, Vice-Pres.; E. L. Ruddy Vice-Pres.; H. M. Tedman, Vice-Pres.; Frank Mackay Sec.; W. C. R. Harris, Treas.; K. F. Fenwick, Publicity; E. C. Phipps, House Com.; Frank Rowe, Educational Com.; Robt. Coryell, Entertainment Com.; C. V. Coombs, Membership Com.

Index to Advertisers

JULY, 1913

CALGARY
Herald 10

COBALT
Nugget 12

EDMONTON
Journal 10

GALT
Reporter 12

HAMILTON
Herald 26
News List 14
Times 16

LONDON
Advertiser 12
Free Press 14

MONTREAL
Gazette 30
Star 2

MOOSE JAW
News 30

REGINA
Standard 18

TORONTO
Acton Publishing Co 20
Canadian Countryman 8
Canadian Courier 16
Canada Monthly 6
Globe ..... Outside Back
Hood-Sandham 22
Legg Bros 22
News 6
Star ..... Inside Front
Telegram ..... Inside Back
Wilson-Hunt 23
Woods-Norris Advertising Agency 24
World 4

VANCOUVER
Sun 26

WINDSOR
Record 14

WINNIPEG
Free Press 28

The company your advertising keeps

¶ Just as individuals are judged by the company in which they are found, so it is with your advertisement.

¶ Publishers take you into their confidence regarding circulation so that you may know the quantity you get for your money.

¶ The EVENING TELEGRAM does more than this—it guarantees that the advertiser using its columns need not fear competition with fakes, frauds and crooks, or that their announcements will appear in the company of any objectionable advertisement.

¶ The strict censorship of all copy in the TELEGRAM'S advertising columns has resulted in the declining of many advertisements which are still being accepted by other Toronto newspapers.

¶ Place your business announcements in Toronto's homes through the columns of the EVENING TELEGRAM—the only Toronto paper that can enter the family circle with a "clean bill of advertising health." In its columns your advertisement runs no risk of getting into bad company.

The Globe

TORONTO

CANADA'S NATIONAL NEWSPAPER

TRY IT YOURSELF

Lindsay, Ont., June 18, 1913.

The Globe, Toronto.

Dear Sirs,—Messrs. ———— ———— would be glad if you would withdraw their ——— advertisement for a few weeks, and they will have it run in again when present rush is over. They say they cannot attend to all inquiries. Yours truly,

———————

The above copy explains itself, and the original letter is on file at this office. IT PAYS TO ADVERTISE IN

The Globe

TORONTO

CANADA'S NATIONAL NEWSPAPER

l. 6 AUGUST—1913 No. 8

Economic Advertising

CONTENTS

PAGE

Straight Talks 1

A Call for United Action—Waste in Advertising—Neglected Opportunities—The Exhibition as an Advertising Medium

Gambling vs. Investment 9

Recent Ads.—Good and Otherwise.. 11

Stimulating Newspaper Advertising 17

Circulation Liars 23

The Selling Problem of the Poster.. 27

What's Doing at the Ad. Clubs .. 32

Service to the Advertiser 33

Men and Media 35

WOODS-NORRIS LIMITED
PUBLISHERS
MAIL BUILDING, TORONTO, CANADA

The Toronto Daily Star

CANADA'S GREATEST NEWSPAPER

THE fastest growing newspaper in Ontario. It gives all the news all the time, and is always first.

ITS ADVERTISING RATE IS THE LOWEST IN PROPORTION TO CIRCULATION IN TORONTO.

Detailed Circulation Statement
and Rate Card upon application

CHAS. H. EDDY, Eastern American Representative
5024 Metropolitan Building, New York.

EDDY & VIRTUE, People's Gas Building, Chicago, Ill.

C. H. EDDY, - Old South Building, Boston, Mass.

Economic Advertising

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.
Condensed Rates, 3 cents a word; Minimum, One Dollar.

Vol. 6. Toronto, August, 1913 No. 8

STRAIGHT TALKS

A CALL FOR UNITED ACTION

ON the first Tuesday after the Exhibition we understand that the Toronto Ad Club resumes its Weekly Luncheons, and from then on to the time of the visit of the Associated Advertising Clubs to Toronto in 1914, it will be the scene of strenuous activity on the part of the members.

It is no light task before the Toronto Ad Club, and the advertising and civic interests of the city, that they will be called upon for the enlightenment, housing and entertainment of what is, perhaps, the most representative body of business and advertising men in the world represented by the members of the Advertising Clubs.

In point of numbers alone, 1914 Convention promises to be the largest convention ever entertained in Canada.

In one way only can the arrangements be carried through to a successful issue—we refer, of course, to the necessity of hearty co-operation between the various business and advertising interests. Little differences which have, unfortunately, arisen at times in the past, must be buried and the new president of the local club and his executive afforded the warmest support of every member of the club.

The business interests of the city, large and small, stand to make a profit of no inconsiderable size from the heavy influx of representative, and in many cases, wealthy advertising men, and their hearty co-operation spells dollars for them in no mistakable manner.

To provide the necessary funds for preliminary expenses, actual convention cost, advertising and entertainment, a large sum of money will have to be raised, and when the matter is put before them in the proper light we have no doubt that the Provincial

Consider the Schools

During the summer months last year the Montreal Daily Star carried the announcements of 232 schools, colleges, and individual instructors. Excepting the co-operative service rendered by the Star's Educational Information Bureau, no special inducements were offered, the rate being even higher than for the previous year, owing to largely increased circulation.

Now, note these two points:

1. School advertising is exclusive. It attaches itself only to high-grade mediums. The Montreal Daily Star carries easily twice as much school advertising as any other Canadian newspaper or magazine.

2. The people who respond to Educational advertising and patronize expensive schools are *good spenders*—exactly the kind of people you want to reach and influence. *In Montreal they all read the Star.*

Write for booklet, "Education—a marketable commodity."

Advertising Manager

The Montreal Daily Star

Canada's Greatest Newspaper

Government, the city authorities, the Board of Trade and representative business interests will come along with their moral and material support and lend encouragement and enthusiasm to the convention. Members of the local club may be relied on to do their share handsomely.

Toronto is going to reap the greatest benefit from this convention, of that there is no doubt, but in addition, it is going to provide the most effective publicity for the whole Dominion that it has ever obtained. Not for a large number of years will a Canadian city again receive the honor of entertaining this splendid body of thoughtful, practical and progressive business men, and as the poet puts it: "We must take the current while it serves."

Looked at from a purely selfish point of view, it is an opportunity of a lifetime for Canada in general, and Toronto in particular, and we are very much mistaken if we lose our mark in hazarding the opinion that a co-operation spirit will be born among all the varied business and advertising interests, and this will go a long way to guaranteeing the success of the Convention.

WASTE IN ADVERTISING

AN instance recently came under our notice in which the advertiser by means of exceptionally skillful advertising, had attracted a business man with a definite want to his store.

Here a most extraordinary condition of affairs was revealed.

At the store in question, after some time spent in locating the department, and failing to get attention, he left, without making a purchase, but so impressed was he with the advertising of this brand of hosiery that on his return home he decided to write the manufacturers and request the name of the nearest place where he could obtain the goods in question. Judge to his surprise when the manufacturers replied that as they sold only to the wholesaler, they were not in a position to give him the names of any retailers, and stated that if a retailer could not be located, he could be supplied direct, on receipt of a carefully measured size, details of quality required, and money order to cover.

But an excellent booklet had very deeply impressed this man, and he went to a haberdasher he had known for years, asking for the brand in question. The result you will anticipate.

The haberdasher, a smart and aggressive business man, promptly sold another line of goods behind which he stood with his personal guarantee.

Comment is hardly necessary, but *Judicious Advertising*, in mentioning the above incident, sagely remarks:—

What a situation—spending money by the bale to bring people to the buying point, and neither telling them where the goods

Watch Windsor Grow

Province of Ontario.
Dominion of Canada.
County of Essex.

In the matter of the circulation of THE EVENING RECORD.

I, W. H. Adams, Circulation Manager, of the City of Windsor, in the County of Essex, in the Province of Ontario, do solemnly declare that the bona fide average number of copies printed of THE EVENING RECORD for twelve months ending May 31st., 1913, was five thousand three hundred and fifty, and the bona fide average number of copies of THE WEEKLY RECORD for the same period was four thousand four hundred and twenty-three, and I make this solemn declaration conscientiously believing it to be true, and knowing that it is of the same force and effect as if made under oath and by virtue of the Canada Evidence Act, 1893.

W. H. Adams

Declared before me at the City of Windsor in the County of Essex, this 9th day of June 1913.

A Notary Public.

The Record is Keeping in Advance of the Progressive Procession

Tublar Rotary Press with capacity of 25,000 16-page papers an hour now being installed.

JOHN A. McKAY :: Publisher

may be bought nor being able to give them the information when they take the trouble to write and ask for it.

The earnest co-operation of the dealer should be the manufacturer's aim, first, last and all the time. The personal word of your dealer, which experience has taught you to rely on, has a value far in excess of that of the printed word.

Why any manufacturer should be so foolish as to neglect the goodwill of the dealer passes our comprehension.

Manufacturers should keep in closest touch with the retailer, and there should be no difficulty in obtaining from time to time from the jobbers complete lists of the dealers they are supplying.

NEGLECTED OPPORTUNITIES

WHETHER from sheer igorance, or from unwillingness to listen to those in a position to advise concerning conditions not only in the province of Quebec, but also in the Western provinces, a large number of advertisers have failed to reap anything like full benefit from their advertising in these localities.

We have on more than one occasion drawn attention to the fact that the province of Quebec is overwhelmingly French-speaking, and that no plan of campaign in the East can hope to justify its existence unless ample provision is made for reaching the Frenchman.

Even more striking is the condition of affairs in the Western provinces. Here, representatives of nearly every European nation have contributed a very large proportion to the enormous immigration of recent years. When you realize that no less than 340 per cent. increase in population has taken place in ten years, you can imagine what an important factor this foreign element plays in Western life. They must have clothes, boots, foodstuffs, implements—in fact, practically the same household requisites demanded by the British and American settler, and it is an indisputed fact that the English speaking peoples have not been able to absorb this foreign element with the same ease as Uncle Sam's people.

In many cases these European races are extremely clannish, and it is quite possible to go to many sections of the West where foreign colonies exist and where they speak no word of English.

Is it not logical, therefore, for Canadian manufacturers to talk to these new settlers in the only language they either speak or read? Any attempt to reach them by other means is doomed to failure, and as in many cases they are a thrifty and hard working people, their trade is surely worth going after.

Fortunately, Western enterprise has gotten out a number of papers and journals which appeal to these various European units, in their own language, and these can be used with advantage.

We do not feel that the manufacturers should look on placing

Circulation with a Positive Pulling Power

The Montreal Gazette will carry the story of your merchandise into homes where the standard of living is above the average.

Over eighty-five per cent. of The Gazette's circulation is delivered to Montreal subscribers.

The Gazette - Montreal

UNPRECEDENTED GROWTH

Edmonton's population (civic census), 1912	53,611
Edmonton's population (civic census), 1913	67,243
Increase	13,632
JOURNAL'S circulation for first half of June, 1912	10711
JOURNAL'S circulation for first half of June, 1913	15,650
Increase	4,939

Edmonton's population increase - 25 per cent
Journal's circulation increase, over 30 per cent

The above figures show the percentage of increase in circulation larger than the percentage of increase in population, which proves that the JOURNAL is not only being warmly received into the homes of the new arrivals, but is increasing in favor among the older residents.

In preparing your Fall Advertising Campaign make certain that the JOURNAL is on your list. "The resultful advertising medium of Central Alberta."

CANADIAN NEWSPAPERS LIMITED. JOURNAL BRANCH
M. R. JENNINGS, Editor and Gen. Man. JOHN MacLAREN, Bus. Man.
East Representative, E. J. Guy, 65 Canada Life Bldg., King St., Toronto

advertising in these quarters as in the nature of an experiment—it seems rather to us that the right copy and judicious selection of media under competent guidance cannot fail to be productive of the very best results.

THE EXHIBITION AS AN ADVERTISING MEDIUM

MANY are at variance with the policy of the city fathers of Toronto in neglecting to provide an annual appropriation for the boosting of the city as a manufacturing centre, ideal residential city and exceptional tourist resort.

And their criticism is just because a number of cities both in Canada and on the other side of the line have proven conclusively that such appropriation, whether large or small, invariably proves a profitable investment, but in one thing at least, Toronto obtains every year unique advertising through its Exhibition. The vast crowds which visit the Exhibition in the fortnight in which it is open have to be fed and housed, and it is safe to say that the average person spends a very considerable sum during his or her holiday stay, whilst plenty of opportunities occur for looking over the city during that time and seeing, at its best, the wonderful possibilities and pleasures of the Queen City of the North.

The immense scale on which the Exhibition is now being run, showing a large increase every year, cannot fail to impress the visitor with the resources and prosperity of Toronto and Canada in general, and for this reason alone its advertising value must be incalculable.

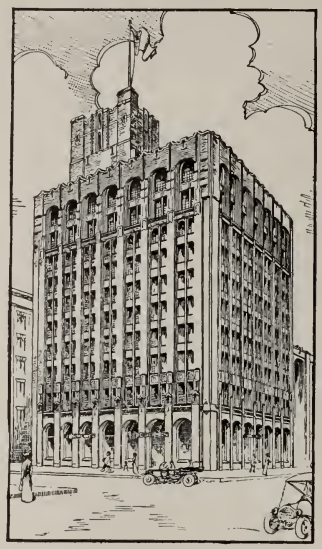
The fact that many leading cities in the States are spending large money to put on American Fairs in imitation of the successful Toronto Exhibition is proof positive that they realize what splendid publicity this city is obtaining in this direction.

Exhibitions are, to some extent, spectacular efforts, and spectacles of this description appeal to the public imagination and in themselves provide advertising of a most profitable kind.

Toronto Exhibition stands alone as the one biggest annual affair of its kind in the world, if we except the famous Russian Fair at Nizhni Novgorod, and it is steadily increasing year by year in patronage and favor, and its advertising value must increase with its enlargement in quality and size.

The hundreds of foreign exhibitors at an exhibition of this kind are glad to pay high rates for their stands, and in most every case do good business or lay the foundation for future trade, and they return to their own cities with the most favorable opinion of the city that through its exhibition is able to introduce to them so large an accession of business.

That the Toronto Fair continue to grow and increase in scope and usefulness is the earnest wish of ECONOMIC ADVERTISING



The New Home of The Herald

The Herald is the Want Ad. Medium of Calgary

The paper that carries the "Want Ads." is the paper that is read. THE HERALD publish daily, four, eight column pages of "Wants"—almost double the two other local papers combined.

THE HERALD has a sworn circulation of 20,000—all paid. It is the greatest advertising value you can buy in the West.

The Herald Publishing Company, Limited

Calgary -:- Canada

Edgar J. Guy, Eastern Representative
65 Canada Life Building, Toronto

The Stratford Beacon

DAILY AND WEEKLY

maintains its lead in circulation and advertising patronage.

The average circulation for the first half of 1913 was

3,025 per Day

It is the one indispensable medium for Perth County and district.

W. M. O'BEIRNE, - Proprietor

GAMBLING vs. INVESTMENT

THERE is no such thing as a proper gamble in advertising.

Some years ago we noticed a well-known manufacturer doing advertising in such amounts as made us dizzy to think of it. How in the world could it pay him?

We could not see; and we talked it over with someone who knew the facts.

This concern had a good business; profitable, growing, sound. They had an article which responds well to advertising, and they had arrived at their sound position by conservative and comparatively well directed advertising.

But a "put-over" man came along and filled them with such ambitions as these.

They could take, all of a sudden, a leading position in the United States—and that meant the world. All they had to do was to spend a lot of money and put it in his hands.

He talked well. His plan was alluring. They wanted to believe him and he helped them want to.

They plunged into big advertising—too big to succeed; for success does not mean merely big business, but profit; and all possible profits, and much more, were swallowed up in reckless advertising.

They made "progress" the first year, but lost money.

They made "progress" the second year, but lost money.

They made "progress" the third year, but lost money.

The owners of the business are now ruined, and somebody will buy up that business at a small price and make money at the advertiser's expense.

We do not know how many successes in advertising are made by brute strength and plunging, but we maintain that no percentage of success justifies the ruin of a

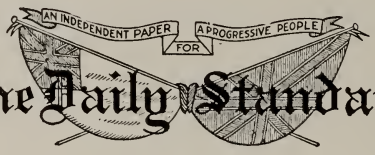
"No-nothing will do for my home but
Regal
Spell it Backwards
The cautious man takes good care to insist on Regal Lager for his home because of its absolute purity and clean delicious flavor Try a case in your home.
HAMILTON BREWING ASSOCIATION LIMITED
HAMILTON ONT

The cubist idea emphasied, certainly striking

single sound business in which is wrapped up the livelihood and happiness of thousands of human beings.

This advertiser was once prosperous and well-established. By spending one-third of the money judiciously, and making that money talk, he could have gone on to a successful, sound, profitable, and, in time, possibly, a dominating business.

Think of this when someone puts up to you a dream of empire—a magical accomplishment by advertising.—*Powers Advertising.*



Is the oldest daily newspaper in Saskatchewan. Its readers are the kind that stick to an honest proposition whether it be a newspaper or an article of merchandise. Many of our present readers began with the first issue (as a weekly) nearly thirty years ago.

The Standard is an independent newspaper with no influence behind it except the confidence the people have in it.

Spasmodic advertising will have very little effect on Standard readers, but a carefully prepared campaign is bound to bring results, if the commodity advertised is worthy of the patronage of STANDARD readers.

Combined Daily and Weekly circulation over 15,000.

Rate cards and further information on request.

THE STANDARD PUBLISHERS, LIMITED
Regina, Sask.

Special Representative for Eastern Canada wanted

RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

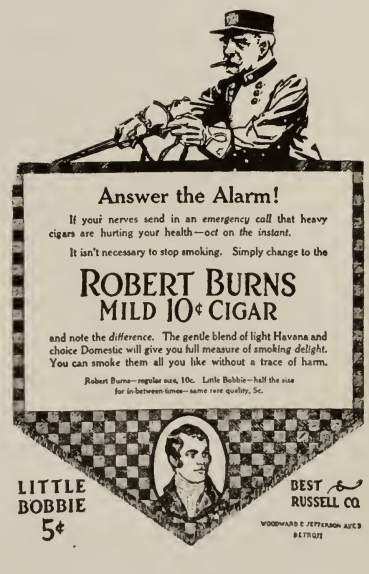
THE ad of the McLaughlin Carriage Co., doesn't strike me as a particularly successful effort, although the drawing is good and the general appearance neat. The argument of reliability owing to the extended experience

McLaughlin
A Real Car at a Right Price
YOU will find in the McLAUGHLIN none of the fads and fancies which are used as talking points where intrinsic merit is lacking.
Forty-three years experience in the production of high-grade vehicles has proved the wisdom of adherence to tried and trusted principles. With every modern improvement which IS an improvement, the McLAUGHLIN will meet the requirements of the man who is looking for A Real Car at a Right Price.
Runabouts and Touring Cars from $1,250 up.
Write for Literature.
McLAUGHLIN CARRIAGE Co., Limited, Oshawa
Toronto Garage and Salesroom—Cor. Church and Richmond Sts.
Other Branch Houses—St. John, Hamilton, London, Belleville, Winnipeg, Regina, Saskatoon, Calgary, Vancouver

of this firm, mignt have been made more of, and I venture to suggest that at least the better make of cars would resent the assertion that improvements such as self-starting apparatus, efficient lighting, shock absorber, and the like, are nothing more than "fads and fancies." The drawing takes up far too much of the space, and I have yet to have the experience of seeing a very English looking "dude" in a tall hat and morning coat standing beside a car in Toronto on any other occasion save, perhaps, church or a wedding party.

* * *

Here is a case where in straining after effect things have been, to put it mildly, overdone. "Answering the alarm," and the picture of the fireman smoking a cigar do not connect up at all. Any time I have noticed a fire engine answering a call, the driver has generally had enough to handle with-


Answer the Alarm!
If your nerves send in an emergency call that heavy cigars are hurting your health—oct on the instant.
It isn't necessary to stop smoking. Simply change to the
ROBERT BURNS
MILD 10¢ CIGAR
and note the difference. The gentle blend of light Havana and choice Domestic will give you full measure of smoking delight. You can smoke them all you like without a trace of harm.
Robert Burns—regular size, 10c. Little Bobbie—half the size for in-between-times—same rare quality, 5c.
LITTLE BOBBIE 5¢
BEST & RUSSELL CO
WOODWARD & JEFFERSON AVES DETROIT

out worrying about the "Robert Burns" or any other cigar. The argument is possibly the most puerile I have come across for a long time. If cigar smoking is bad for a man, it is quite certain that

HAMILTON NEWSPAPER UNION LIST

is composed of country newspapers with a genuine subscription circulation.

□

More than 75 per cent. of all the newspapers in Canada are Country Weeklies.

□

No advertising proposition can stand beside continuous space in the Local Publications when country people are to be reached.

□

Country trade is valuable, and sticks. It is useless trying to capture it except through the Local Weekly.

□

The largest and most successful advertisers invariably use our list of Country Weeklies.

□

Sworn Circulation for 1912, 2,389,764

Weekly Average, 45,957

Hamilton Newspaper Union
Hamilton, Canada

In London it's the

LONDON ADVERTISER

In Western Ontario it's the

London Advertiser

Circulation Guaranteed

London Advertiser Co.
LONDON - ONTARIO

Mr. Advertiser

In arranging your Fall and Winter advertising campaign include

The Daily Nugget

Northern Ontario's only daily newspaper with a circulation of over 5,500 copies. The nugget is read by over 16,000 Northern Ontario residents daily. It reaches the class of people you are desirous of interesting through your advertising.

Send for a copy of new rate card showing distribution of circulation.

The Cobalt Daily Nugget
Limited
COBALT - - ONTARIO

neither "Burns" or any other cigar can be smoked without injury to the health. There are plenty of talking points about a good cigar—the filling, the outer leaves, sanitary conditions of manufacture, aroma, etc., which would likely influence a cigar smoker. One word of commendation—the drawing of the fireman is excellent.

* * *

The Swift Silver Leaf Lard ad pleases me immensely. It is a splendid filling of small space and

Do You Make Biscuits This Way?
Swift's Silver-Leaf Lard
is the very best shortening for Baking Powder Biscuits, because it has just the right consistency and richness to make them perfectly light and flaky and you can't taste the lard in them.
Swift's Silver-Leaf Lard is put up in tight covered, new tin pails under the close supervision of Government inspectors.
It is as clean and pure as lard can be and it makes such tasty pastry.
Swift Canadian Co. Ltd.
Toronto Winnipeg Edmonton
Ask Your Dealer for Silver-Leaf
Swift's Silver Leaf Brand Lard
Swift Canadian Co.Ltd.

the reading matter is just as good as the very attractive yet simple design. No line of talk could be introduced more effective than this, just the plain question—"Do you make biscuits this way?"—then, I am assured by one who knows, a really splendid recipe for biscuits the whole linking up with the assertion that nothing is better than Silver Leaf Lard for baking powder biscuits Advertising is reaching a very high standard of excellence when it becomes as good as this. We imagine that this series must have been productive of most satisfactory results.

* * *

Here they are! Three Brownies, three big bottles of "Mundus" Beer absolutely free to you! What a chance for thirsty Tim! But a

moment, gentle reader, and scan the second column of this strange ad and you will see that you first have to buy a case and then when you have consumed three bottles, if you don't like the flavor of the "best beer on earth" well, you can send the balance back. It would be interesting to know just how this advertising has influenced business for this firm. Personally, I don't like these catch headings. Of course, on the face of it, it would be unlikely that you could go to a store for three bottles and get them for nothing, and I don't think that this ad would have influenced me in any way to buy

Nearly 1500 Replies

A prospective advertiser asked the other day for some evidence that the Canadian Countryman gets close to its readers.

Among other things, we told the advertiser in question about our Editorial Department offering cash prizes of $3.00, $2.00 and $1.00 for the best titles for a cover design used on the May 24th issue. This competition was announced only in a brief editorial paragraph.

Nearly 1500 of our readers sent in titles — a most remarkable response!

The Canadian Countryman Pub. Co.
LIMITED

60 Colborne Street -:- -:- -:- Toronto

T. J. Tobin, Advertising Manager

a case, assuming always that I I was in the market for bottled beers.

* * *

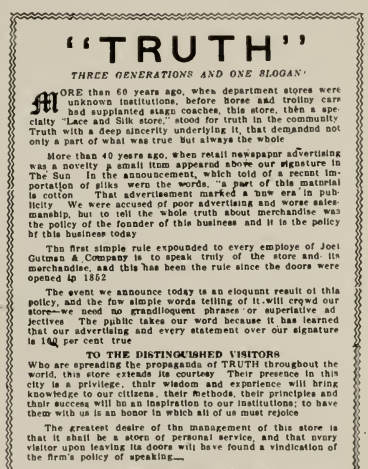
The Scripps ad is reproduced, not because of it particularly forceful argument, but on account of the very excellent drawing,

THE SCRIPPS COMPLETE MARINE POWER PLANT
The World Champion
The actual performances of
THE SCRIPPS COMPLETE MARINE POWER PLANT
Have Demonstrated Conclusively that it is the Most Reliable, Internal Combustion Marine Engine in the World.
Specify Scripps for your boat this year—you will be satisfied.
SCRIPPS Motors are made in 1, 2, 4 and 6 Cylinder Sizes, 4 to 90 horsepower, Regular and Extreme Heavy Duty.
Write for catalogue descriptive of our self-starters, kerosene motors, and special high grade Tender motor, known as the "Scripps Midget."
Scripps Motor Company, 652 Lincoln Ave., Detroit, Mich.
Scripps Motors are carried in stock by:
Schofield-Holden Machine Co., 2 Carlaw Ave., Toronto, Ont.
S. V. B. Miller, 72 Marion St., Seattle Wash., distributor for British Columbia and Alaska.
Alberta Motor Boat Co. of Edmonton, Alberta

which unfortunately, loses a great deal in the reproduction. Seldom have I noticed better pen and ink work in an advertisement than this. It is on a par with those delightful designs by well known artists recently gotten out in the much-talked-of series of Montgomery-Ward & Co. Typographically it is neatly set, and if only for the reason of its attractive appearance, it would have commanded attention.

* * *

The ad of a Baltimore department store, reproduced, which came under my notice, was a very timely one in that it makes capital out of the underlying principle of the recent convention—"*truth.*" —"Three Generations and One Slogan," and then straightforward talk emphasizing the fact that the policy of the company to deal honestly by its patrons and to tell the truth about its merchandise has been the best business policy in the promoting of successful



"TRUTH"

THREE GENERATIONS AND ONE SLOGAN

MORE than 60 years ago, when department stores were unknown institutions, before horse and trolley cars had supplanted stage coaches, this store, then a specialty "Lace and Silk store," stood for truth in the community Truth with a deep sincerity underlying it, that demanded not only a part of what was true but always the whole

More than 40 years ago, when retail newspapar advertising was a novelty a small item appeared above our signature in The Sun in the announcement, which told of a recent importation of silks worn the words, "a part of the material is cotton That advertisement marked a new era in publicity We were accused of poor advertising and worse salesmanship, but to tell the whole truth about merchandise was the policy of the founder of this business and it is the policy of this business today

The first simple rule expounded to every employe of Joel Gutman & Company is to speak truly of the store and its merchandise, and this has been the rule since the doors were opened in 1852

The event we announce today is an eloquent result of this policy, and the few simple words telling of it will crowd our store—we need no grandiloquent phrases or superlative adjectives The public takes our word because it has learned that our advertising and every statement over our signature is 100 per cent true

TO THE DISTINGUISHED VISITORS

Who are spreading the propaganda of TRUTH throughout the world, this store extends its courtesy Their presence in this city is a privilege, their wisdom and experience will bring knowledge to our citizens, their methods, their principles and their success will be an inspiration to our institutions; to have them with us is an honor in which all of us must rejoice

The greatest desire of the management of this store is that it shall be a store of personal service, and that every visitor upon leaving its doors will have found a vindication of the firm's policy of speaking—

—"THE TRUTH Since 1852"

Joel Gutman & Co

trading. As this ad appeared in full page space it must have attracted considerable attention.

* * *

I reproduce one of a somewhat extraordinary series of ads which have been reaching us lately. It is difficult to understand exactly what the "follow up" of this advertising is going to be. This is at least the third of the series

Keeping everlastingly at it—

THE 'water wears away the stone' business was never a more potent factor for success than in its application to advertising. Keep everlastingly at it—even in summer—and use

THE NEWS

(Toronto)

The result of persistent advertising to News readers is assured, simply because they constitute the middle-class newspaper-reading Canadians who respond to any meritorious proposition of general interest.

Call or Write Advt. Dept.

News Pub Co., Ltd.
Toronto

In London and Western Ontario, 85%
of a thrifty and prosperous people are regular readers of

THE LONDON FREE PRESS

With its guaranteed circulation of over 33,000—three editions daily—it reaches every class in the community.

You cannot cover this district unless you use the "Free Press."

Get our rates.

The London Free Press Printing Co., Limited
LONDON, CANADA

EDGAR J. GUY
SPECIAL REPRESENTATIVE
65 Canada Life Bldg. Toronto

The New Owners of the

BRANTFORD COURIER

have greatly improved **The People's One Cent Daily of the Telephone City.**

The Courier now covers the city and county in a way that satisfies the big city advertisers, and it carries **the most local advertising.**

National advertisers should note this fact.

"When it comes to spending my good money for advertising I can't see anything but the daily newspapers"
Bill Wise

received by us. You will notice that there is absolutely nothing connecting the advertisement with any individual newspaper, although the daily press is boosted in a general way. Possibly this is being sent out by some newspaper association, but there is nothing on the envelope to indicate whence it comes. It has, at any rate, done one thing. It has whetted my curiosity, and if for this reason alone, it will serve a useful purpose, but it is certainly a new way of advertising.

STIMULATING NEWSPAPER ADVERTISING

By W. Gaylord Tucker, Jr.

HAVING been asked to contribute some suggestions on how to stimulate newspaper advertising, it seemed to the writer that the most profitable method would be to consider one particular kind of advertising. For any thing of value brought out can be applied equally well to any other kind of advertising.

Let us then consider an average newspaper in an average city. Compared to what it should have, it is probably getting very little advertising of public utilities—the electric company, the gas company, the street railway and similar corporations. Yet these companies certainly *should* advertise, and they *will* do so if the matter is rightly presented to them.

How then shall we present the matter? Suppose we drop in and see the head of the electric light company.

We might commence by bringing out the point that the customers of the electric company are only a *part* of those who could advantageously use electricity for light, power and heat.

Many people have the impression that electric light is expensive. The company should disabuse these people of this false notion, and show them the reasonable rates that are now being charged, the ease with which electric light is turned on and off, and the economy which this effects.

Let us suggest that the company tell the people of its city the numerous other ways in which electricity will be a blessing in homes.

The company should bring the above facts to the attention of the public by means of advertisements

The Modern Way

Fundamentally a piece of printing should be considered as a work of art.

When it is not so considered the chances are very heavy against its effectiveness.

Not only should it be designed by artists, but it should go through every process of printing under the supervision of artists — especially if color is used.

That's why we installed an art department.

Our art department acknowledges no superior in the work of designing effective printing.

But nothing we could say in amplification of this would be so conclusive a proof of its truth as a practical test.

Give our artists an opportunity to show what they can do for you.

A 'phone call will bring one of our salesmen anywhere. any time.

The Acton Publishing Co.
LIMITED

Modern Job Printers

1229 Queen St. West, Toronto

convincingly written and strikingly illustrated.

It should also bring out the other advantages of electricity; how it lightens the burdens of housework for mistress and maid by means of the electric vacuum cleaner, washing machine, flatiron, sewing machine motor and in similar ways.

The convenience of an electric light in a dark closet, out on the porch, and in other places should be brought out.

The manufacturer, too, should be shown how he can turn out more and better work, and do it more economically, by means of power from the central station than by generating his own power.

We might then suggest to the president of this lighting company that he tell the public in these advertisements about the resources of his company, how its great amount of reserve power, ample coal supply and so forth, guarantee absolutely reliable, continuous power. He should advertise the efforts the company makes to please its customers in a multitude of different ways, such as large telephone equipment, emergency crews and insistence upon the utmost courtesy from all its employes toward the public.

Then, too, the company might well tell the people of specific instances where manufacturers have found the company's service the most economical, or where householders have found electric light the most satisfactory, giving actual names, addresses, and other particulars.

It would be well, too, for the company to ask for suggestions for improvement in the service.

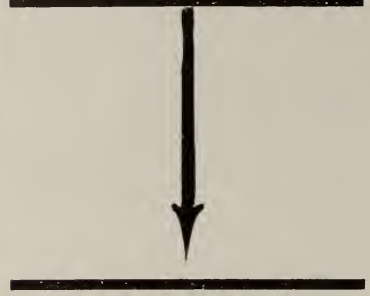
In a word, the company, in these frequent talks with its customers and the people at large, should not only state, but should *prove*, by concrete illustrations, that it exists *to serve the public*, and that its constant endeavor is to improve its service and decrease its rates as much as possible consistent with sound conduct of its business.

Let us further remind the president that newspaper owners, editors, and reporters would read and be impressed by the advertisements of his company, as well as other people, and that the confidence and friendship of the citizens could be won much more easily in the manner above suggested than by a sudden attempt in the face of some urgent necessity.

Having brought out *why* we honestly believe this company should advertise and suggested *how* we think it could profitably be done, let us then offer the advertising columns of our newspaper as an *introduction* to the people of the city, and an opportunity of making them acquainted with the ideals, policies and achievements of the company.

Although the above hints have been devoted solely to one particular form of advertising, in an effort to make them more helpful than generalities, they apply equally to any kind of advertising: public service corporation, dry goods store, restaurant, in a word

We Want Your Ad.



Write Advertising Department

Times Printing Company
Limited
Hamilton - Ontario

IN making your arrangements for your Fall advertising campaign, see that the

HAMILTON "TIMES"

IS INCLUDED IN YOUR LIST OF NEWSPAPERS.

The "TIMES" is one of Ontario's live newspapers; bright, clean and up-to-date. The Daily and Semi-weekly cover a large territory in which you are bound to get results. It will pay you to be in the "TIMES."

Head Office
516
St. Lawrence
Eagle Bldg.
MONTREAL
Subscription Price
$3.00
Per Annum

THE
Jewish Daily Eagle

THE ONLY JEWISH DAILY IN THE ENTIRE DOMINION OF CANADA

THE EAGLE

REACHES ALMOST EVERY HOUSE WHERE JEWS RESIDE

Branch Office
113
Queen Street West
TORONTO
Moderate Rates for Advertising

THE EAGLE REACHES A MOST DESIRABLE CLASS OF BUYERS WHICH COULD NOT BE REACHED THROUGH ANY OTHER NEWSPAPER, THEREFORE AS AN ADVERTISING MEDIUM IS UNSURPASSED AND STANDS UNIQUE IN ITS CLASS. FOR SPECIAL RATES APPLY HEAD OFFICE, MONTREAL

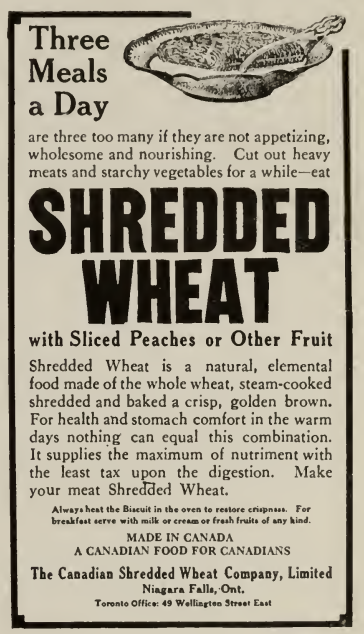
any business that offers honest value in goods or service. The gist of the matter is this:

The representative of the newspaper can best serve his newspaper by thinking of himself as the representative of the prospective advertiser. Before calling on a prospect, the solicitor should get considerable information about that company's business, and jot down the reasons why he honestly believes that company should advertise. If he cannot find any such reasons, let him by all means keep away from that company. For, aside from the morality of the matter (and, of course, to take a man's money, unless you actually believe you are going to give him value received, is not fair dealing), aside from the question of the square deal, it is poor policy to solicit advertising except from companies to whom we really believe it will prove profitable. There are so many to whom it *will* be profitable that we can well afford not to bother with the others. A man who finds his advertising is not paying will soon stop, and the comparatively small amount the publisher makes will by no means compensate for the harm he is likely to do by his pessimistic opinion of advertising.

One dissatisfied advertiser often makes more noise than ten satisfied ones.

The wise newspaper publisher never forgets that fundamentally what he is selling is not white space, but an *introduction* to the people of his city, and that a man who is willing to introduce any sort of person, good or bad, to his acquaintances will speedily find that his introductions are not much sought.

So the far-sighted publisher admits to the columns of his newspaper only those advertisers who offer honest value in honest words. Although this compels him to turn away considerable advertising, he finds that it *pays* him to do so.


Three Meals a Day
are three too many if they are not appetizing, wholesome and nourishing. Cut out heavy meats and starchy vegetables for a while—eat
SHREDDED WHEAT
with Sliced Peaches or Other Fruit
Shredded Wheat is a natural, elemental food made of the whole wheat, steam-cooked shredded and baked a crisp, golden brown. For health and stomach comfort in the warm days nothing can equal this combination. It supplies the maximum of nutriment with the least tax upon the digestion. Make your meat Shredded Wheat.
Always heat the Biscuit in the oven to restore crispness. For breakfast serve with milk or cream or fresh fruits of any kind.
MADE IN CANADA
A CANADIAN FOOD FOR CANADIANS
The Canadian Shredded Wheat Company, Limited
Niagara Falls, Ont.
Toronto Office: 49 Wellington Street East

One of a striking summer series. Excellent typographically.

For he is giving real *service* to the people and he who does that is certain of his reward.—*Publishers' Guide.*

* * *

That which is everybody's business is nobody's business.

For Your Fall Campaign

You cannot do the most effective advertising unless you use the combined circulation of

THE DAILY WORLD

Net average circulation **51,623**

THE SUNDAY WORLD

Net average circulation **81,157**
Combined circulation . **132,780**

With this combination you get a morning paper with a larger purely Toronto circulation than any other Toronto morning paper; a Sunday paper with a larger purely Toronto circulation among the better class of Toronto homes than any other Toronto paper — morning, evening, or weekly; a healthy circulation at the most likely points in the wealthy Province of Ontario within a radius of sixty or seventy miles of Toronto.

This Is Surely A Combination Worth While

CIRCULATION LIARS

Extracts from Address by J. Keeley, General Manager of the Chicago Tribune, at the Baltimore Convention

THE troubles that exist between advertiser and publisher, the handicaps that prevent harmonious dealing and co-operation between the man who publishes and the man who advertises, are based on what might euphoniously be called one standard for editorial honor and another for business honor. Stripped of the politeness of phraseology, the trouble or problem, if you so choose to term it, really is based on lying.

That is the root of it: plain and affidavit lying; and with the lie there go necessarily, hand in hand, secrecy, subterfuge, lack of co-operation and trouble—trouble for the honest publisher, and trouble for the advertiser who cannot distinguish between the statement of the honest publisher and the statement of the dishonest publisher.

It is a strange commentary—yes, an astonishing commentary—on the ethics of one of the greatest industries in the world, that its business integrity is at so low an ebb that newspapers, before they can market their merchandise, have to submit to the third degree to have established which, if any of them, are telling the truth about what they have to sell.

What would your tailor say if, when you purchase a suit of clothes you should insist on submitting to chemical analysis the cloth of which the suit is to be constructed? What would a jeweler think, a reputable jeweler, if a customer insisted on testing with acid and file the article that he was buying? What would any reputable merchant say if his goods were analyzed, tested and otherwise inspected before they were purchased?

And yet this is the situation in the publication field today, and this situation, humiliating as it is to the honest publisher, and distressing and troublesome to the advertiser, is due largely, yes wholly, to the newspapers themselves. The circulation liar is not quite as old as Gutenberg types, but he is not much younger. He is not, I am glad to say, as numerous as he was years ago, but he is just as perniciously active as ever and his influence is more devastating than at any time past. His performances, however, are not condoned as generally as they were in the days gone by. You know, and I know, that for years a circulation statement was generally regarded as entitled to the place of honor in any joke book. There were men, the soul of honor in the editorial conduct of their papers, who would not hesitate to make a sport of veracity when it came to circulation.

As time rolled on, advertisers began to insist on knowing what they were buying. When they bought a yard of circulation they wanted 36 inches. If they paid for "all wool" they did not want shoddy. As a result, various

An Analysis of the Sworn Net Daily Average Circulation of the Winnipeg Free Press for the Month of June, 1913

Winnipeg Circulation

City and Suburban subscribers	32,636	
City newsdealers	1,948	
City newsboys and counter sales	3,047	
Special orders	23	
Total City paid		37,654
City complimentary and exchanges	352	
Carriers and delivery service	755	
Employees and office counter	685	
Total City unpaid		1,792
Total City		39,446

Outside Circulation

News Agents on trains	767	
Outside newsdealers	9,087	
Mail subscribers	16,720	
Total Outside paid		26,574
Outside complimentary and exchanges	900	
Outside advertisers	582	
Total Outside unpaid		1,482
Total Outside		28,056
Grand total		67,502

The above figures are net, all copies, such as returns, which have not actually circulated, being deducted

Any advertiser or prospective advertiser or their accredited representative is invited to visit the FREE PRESS office and verify each and all of these totals.

Further details of the distribution of the outside circulation of the FREE PRESS will be cheerfully furnished to any advertiser or advertising agency who may desire it.

Every established and reputable advertising agency is in a position to furnish full information regarding the FREE PRESS, its field, its circulation, its rate, etc., and prospective advertisers are recommended to communicate with them.

Complete information may also be had from our special Eastern Representative, Edgar J. Guy, 61 Canada Life Building, Toronto, Ontario.

schemes and methods were devised for finding out if the editor, the man who is supposed to act as leader of public thought, guardian of public morals, exposer of crookedness and prophet of reform, was telling the truth. Think of the irony of this situation. And when I think of it, I do not blame the advertiser for accepting with a grain of salt any publisher's statement, and I also have a certain amount of sympathy for the advertiser who resents editorial criticism of the veracity of his statements when he knows that the profession rapping him over the knuckles contains in its ranks some of the finest long and short distance falsifiers on earth.

These men who lie about their circulation, who defraud the advertiser, are just as guilty of obtaining money under false pretenses as is the cheap swindler who palms off a brass watch on a farmer under the pretension that it is gold. One of these days I hope to see this guilt made equal under the law. If an advertiser can be prosecuted and sent to jail for swindling the public, the publisher who defrauds the advertiser should occupy an adjoining cell.

At the present time, one in a subordinate position can sign the statement. In Germany each newspaper has a libel editor. When a libel is published, and the paper is brought into court, the libel editor assumes responsibility and goes to jail. That is his job; that is what he is paid for. We do not want in this country circulation editors who, for a salary commensurate with the risks they run, will take a chance, commit perjury, and then act as scapegoat for the real criminal.

Once the real circulation liar sees the penitentiary doors opening, the situation will be clarified. The honest, truth-telling publisher will have the menace—and it is a menace—of unscrupulous competition removed from his path. All publications will be on all fours, and the maker of a good newspaper will reap the reward of his industry, genius, or whatever you want to call it, and the maker of a poor newspaper will suffer for his incompetency

The gentlemen whose tongues and pens print more papers in a minute than their pressrooms can turn out in twice their running time, not only cheat the advertiser but they also hamper you by hampering the honest publisher. The man who makes a truthful statement knows that his dishonest competitor will simply take his figures, add 10, 15, 20, or 50 per cent., get some one to swear to his tabulation, or fix his books and records, and get some auditing or investigating company to certify to the correctness of the figures handed to its representative. You have all seen these certificates. The large majority, I believe, tell the truth, but the fraudulent ones throw doubt and discredit on all, and the honest publisher is placed in the position by submitting his books to this examination, and by accepting and using the certificate resulting from the examination, of bolstering up and certifying in a way to the correctness of the certificate obtained by his

competitor through fraud and chicanery.

The methods of securing these attestations or certificates are various. Some advertisers send their own auditors into newspaper offices in an effort to determine the facts. I say to you that the accountant does not live who can go into the office of a publication and come away with the positive and absolute knowledge that he has obtained the real facts. What these accountants certify to are merely totals of figures furnished to them by the publications themselves. If these original figures are correct, then the guarantee, or certificate, or whatever you call it, means something. If not, then the certificate means nothing.

Consider for a moment a hypothetical case: Suppose that an accountant enters the offices of two newspapers in one city. Suppose that one of these newspapers tells the truth, and the other furnishes the investigator with false figures—crooked press figures, juggled paper bills, fake route sheets, falsified drivers' sheets, records that suppress returns, lost, mislaid, too late, frees—from which to draw his totals. His certificate goes to each of these two newspapers, and, as far as the general advertising public is concerned, each certificate has equal value. The association or individual responsible for this examination is in the position of having placed the honest newspaper in a false light by certifying to figures for its competitor which that competitor does not possess.

If the new postal law is held constitutional, and a few gentlemen go to the penitentiary—and I think you can safely trust the newspapers of the country to see that perjury either is not committed, or if committed, punished—then the necessity for these examinations, and the resultant certificates will cease. If, on the other hand, the law is held not constitutional, then there must be a radical change in the method of examining circulations, if the advertiser is not to be swindled and the honest publisher is not to be handicapped in the method I have mentioned by a dishonest competitor. One method would be to appoint a committee to assist the examiner in each city, this committee to consist of one representative from each of the newspapers in that city which permit examinations. The men who know most about circulation are the newspaper men themselves. They not only know the circulations, but they know the tricks of the circulation faker. Also, your official examination is not worth one battered red cent if it is not supplemented by an outside examination. Simply insist on knowing how the claimed circulation is distributed and where it goes. This is the proof of the pudding. It is easy enough to take a census of newsdealers and carriers in a city or in certain sections thereof. The result of such a census can then be checked against the figures obtained from each individual newspaper. When you get these figures, you will know the exact situation.

Out of this distressing situation, distressing alike to publisher and

advertiser, have grown a number of analogous evils. No man likes to expose the secrets of his business to an unscrupulous competitor. No man likes to submit to an analysis of his business when he knows that that analysis may fall into the hands of a dishonest competitor, who will be given a chance to prepare a statement, the excellence of which will be limited only by his moderation in the use of the multiplication table.

This lack of co-operation between publisher and advertiser has been a bad thing, not only for the party of the first part, but also for the party of the second part. The decent man, whose veracity and whose honor are questioned, and whose truthful statements are placed in the scale with those of an untruthful individual, sometimes is in the frame of mind not conducive to the co-operation that should exist between publisher and advertiser. Co-operation is essential, and, in my judgment, the keynote of the coming successful newspaper of America will be personal service to and co-operation with its readers but with its advertisers.

This same policy of service and co-operation, I believe, should apply equally to the advertiser.

THE SELLING PROBLEM OF THE POSTER

By E. L. Ruddy, president of the E. L. Ruddy Co., Limited, Toronto.

THE poster selling problem has three sides—the medium, the customer and the salesman—and, like charity, the work should begin at home.

A worthy plant is the absolute essential. If you have broken down boards or boards in undesirable locations, cut them out. Theorize forever, hire the best salesmen, do anything you like, but if your plant is bad it is no use to look for a solution of your selling problem. Clean house or quit.

Local prestige in the community—elimination of public prejudice—cannot be won unless the plant is modernized and made something worthy of respect. Many people still associate the poster with the unsavory conditions of years ago. To them the mention of the billboard raises visions of ragged paper, broken, tumble-down construction, and indiscriminate smearing of paste over fences and sidewalks. Prejudice is a stone wall against which salesmen can break their heads in vain unless they are able to show the public that old ideas concerning modern poster boards and poster advertising are all wrong.

I will take no time to discuss in detail the general claims of the medium, but there is one thing concerning it we are too apt to forget, and that is, if the plant is built on proper locations every board is of special value to some one—a fact which is the basis of successful local work. Local advertising should be the foundation for every poster business.

Once convince yourself that every board in your plant has a special value for somebody, convince yourself so that you can't be talked out of it, and you will talk others into it.

Neighborhood advertising is sound as a dollar. The small storekeepers cater to their immediate neighborhoods. For one city store with a city-wide following, there are dozens whose customers live within a few blocks. Get your small stores, get your moving picture shows, get your churches, get your skating rinks, get your Y. M. C. A. branches. Give them locations right where their customers live. Does it pay them? Let me tell you. In Toronto we have just taken the order for a local skating rink for 1914. Every year since he opened, except this year, the proprietor has been on the boards. This year he delayed reserving space until it was impossible for us to give him any. For the first time he has lost money and he says that he will never be caught again without posters, so he is reserving for a year ahead. From the day that this man's posters go on the boards, people begin to go to his rink.

All such people have a local following. Posters and posters only can be concentrated on their neighborhoods. And this same concentration gives you a big argument with all advertisers. The overall manufacturer can have his posters near the mills and factories where the circulation is 100 per cent. value to him. The Symphony Orchestra can have its posters in the best sections, where they will be seen by the right people. This is an unanswerable selling argument and an exclusive poster advantage.

Tie up local agents to the campaigns of nationally advertised goods. The Canadian end of the Victor Talking Machine Co. advertises in the newspapers of all the larger cities. To each advertisement is attached a list of names of the dealers handling the Victrola. We approached one of them, urged him to cover the city with posters announcing *His* store as the "*Home of the Victor*" and so give the impression that *his* store was the big *Victor* agency.

He fairly jumped at the suggestion and to-day he is so satisfied that he runs a piano series, a Victrola series and a Victor Record series, sometimes all of them together, and he is now paying us over five hundred dollars per month in Toronto alone.

Hundreds of nationally advertised lines can and will mean advertising on posters by local agents.

Then, there's mail order advertising—yes, mail order. We have a city tailoring firm with posters displayed, not locally only, but in a whole string of small towns from which he gets a stream of orders. It is paying him handsomely. He got eight orders in one day from a small town where he had never advertised before.

I have seen no more valuable policy exhibited in the solving of the poster selling problem than persistency. Even plain persistency with repetition of practically the same story is a wonder-worker, but if you will couple to the per-

Fire Announcement

We recently suffered severely by a fire in our premises, but are pleased to announce that our duplicate plant for turning out *newspaper plate* was quickly put in operation, and but one day's delay occurred in filling orders.

The **Electrotyping** and **Stereotyping Dept.** will be in full operation again in about two weeks, and in the meantime we have completed arrangements by which we can handle any work with our usual care and promptness. We know our many patrons will fully appreciate our position and bear with us in case matters should not run as smoothly as usual.

New machinery and new ideas will be introduced and our reconstructed plant will be the most modern one in Canada.

Central Press Agency, Ltd.

(F. DIVER, Manager)

70-76 PEARL ST., TORONTO

sistency, systematic suggestion of new ideas, the results are quicker and greater. Look constantly for ideas and make a note of it every time you find one. Read the advertising journals to see what others are doing. *Ideas* are the things. Men want them. They will solve the selling problem better than anything else—ideas coupled with persistency. The Victrola agent to whom I referred was worked on for years before he would try posters at all. Then he bought the idea.

This selling problem is like every selling problem in that it means placing yourself in the prospect's shoes, imagining that you are running his business, and then with your knowledge of poster advertising studying to see how it can really help such a business. See his problems and solve them before you talk to him. If he gives you an objection which you hadn't foreseen, don't lie down, but take it home and see if it can't be solved. Then go back at him. There is a solution for almost everything if we look long enough and hard enough for it.

But I have talked only local advertising. Nationally, also, we are all only just striking our pace. Most goods which can be well advertised in magazines of national circulation can be well advertised nationally through posters. National advertising is merely the sum total of many local campaigns, and the solution of the national selling problem involves demonstrating two things: first, how

INFORMATION

YOU are now planning your Fall Campaign Advertising, and there may be points regarding certain towns that you are in doubt about. Perhaps GALT is one of these towns.

We will be pleased to furnish any advertiser or prospective advertiser with any information required about the towns of GALT, PRESTON and HESPELER, or surrounding country.

DO NOT overlook the GALT REPORTER in planning your Fall Campaign. Consult your advertising agent, or write direct to us.

GALT REPORTER LIMITED

GALT, ONTARIO

"Canada's Best Town"

poster advertising can be depended upon alone for most lines; and second, how, planned to support a magazine or newspaper campaign, it fills an invaluable space. All advertising accounts come under one of these two classes. Sound analysis of the proposition to start with, accurate advice on local trade conditions which plant owners, being located on the ground, can get better than anyone else, and suggestions as to the particular kind of "copy" for the posters will do the trick.

Copy—better copy—is the crying need of to-day, now that the service problem is beginning to be solved, and ideas for copy—*real* ideas have a wonderful field.

There is hardly one outstanding American poster designer of big reputation, and yet the poster field offers great rewards for the right man, if such men will learn poster requirements and meet them as fully as the requirements of the newspaper and periodical fields have been met.

We hear much about posters being designed to be read at a glance. All right; but don't think that posters on every subject must be read at a glance. With full appreciation of the value of a quick reader, I have no hesitation in stating that *what goes onto a poster is more important than the amount that goes on.* Don't worry but what people will read if your message is powerful enough, and there is display to catch the eye. If the human interest is there they will stop if they are walking, or watch poster after poster, if riding, till they get the story. But it must be made *real* live matter, like politics or some other public issue, for example, something with human interest and news value, and told in English that hits hard. I claim that this human news quality can be created for many commercial propositions in text and picture. For instance, the Roosevelt Gold Dust, and the aeroplane showing Wright Brothers flying.

Let me urge every national poster solicitor to have on the staff at least one widely experienced, highly paid advertising man, preferably with agency experience. The employment of a man of this type is one of the surest solutions of both the selling and service problems. Such men have been trained in *creating* business. They have imagination. They see possibilities. They have copy ideas which can make the utmost of color, design and space. They know the strength as well as the weakness of the claims of other media and can intelligently meet all arguments. Their minds have not the habit of running in grooves because their experiences have been varied.

* * *

The average man's popularity seldom outlasts his money.

$1. pays for a full year's subscription to this magazine. Send along your name and address with a dollar bill to-day.

WHAT'S DOING AT THE AD CLUBS

TORONTO

On July 14th, Wm. Woodhead, the newly elected president of the Associated Ad. Clubs of America, paid a surprise visit to Toronto, and addressed a "hurry call" luncheon. There was a large and enthusiastic meeting and many valuable suggestions were offered by the new president for the entertainment of next year's convention.

W. G. Rook, the newly elected president of the local club, presided for the first time, and Senator Jaffray and Mayor Hocken also held seats of honor at the head of the table.

"This age of new business conditions and methods," affirmed Mr. Woodhead, "requires and demands the best trained minds and bodies. It requires men and women of judgment, men who can successfully combine progressivism with conservatism; men who will not let their progressive ambition carry them so far and so fast in the race that they are in danger of running out of their course and having to retrace their steps. We want to avoid extravagance and exaggeration in thought, word and action. We want to be fair—to know that we are right before we go ahead.

"Business is the confidence of man in man that certain goods or services are what they are represented to be. Only five per cent. of the world's business is conducted on the cash basis; 95 per cent. on credit, or in other words, on confidence in the integrity of man. Let a man destroy that confidence and what is there left? Absolutely nothing.

"We want to drive out of business the fakir and the man who misrepresents his business. But in doing so we must be conservative, must exercise common sense

PRESIDENT W. G. ROOK
Toronto Ad Club

and judgment, lest we pull down and destroy legitimate business along with the illegitimate."

* * *

The weekly luncheons have, for the time being, been discontinued, but will be resumed on the first Tuesday after the Exhibition.

A very full round of activities is promised for the ensuing season.

SERVICE TO THE ADVERTISER BEFORE AND AFTER YOU LAND HIM

By M. J. Hutchinson, Advertising Manager, The Regina Leader

IN approaching the subject of "Service," from the point of view of the newspaper publisher, we must, first of all, determine whether or not such service as may be rendered to the advertiser apart from giving his advertising publication in our papers, is going to result either in greater volume of advertising or a better rate for the advertising we carry. Unless these results are to be secured for the publisher by this service, it can hardly be considered a profitable department.

In the experience of the paper with which I am associated, it has been found that such service as we have been able to give has been productive of very satisfactory results indeed.

With us the Service Department was instituted because we saw in it a means of increasing our volume of foreign advertising. That was all we had in mind at the time, and that was all we expected it to do. We looked upon it as somewhat of a necessary evil. We were so situated with respect to local retail advertising that we could not get a great deal of it. There were only two big stores in a community that could support four, and neither of these stores was doing as much advertising as we would have liked. We needed the business and set about getting foreign advertising. We found that to get more than was offered in the regular way through advertising agencies we would have to establish some department that would be in a psoition to furnish to manufacturers whose advertising we would not get ordinarily, some definite and logical reason why they should use our paper—why it would pay them to do so.

Hence the Service Department.

As a matter of fact we found that it got us not only foreign advertising, but local business in greater volume as well. Largely as a result of the application of this idea of service we carried last year over 10,000,000 agate lines of paid advertising. This is a greater volume than was carried by any paper in New York city with one exception, and was exceeded by less than six papers in Canada, I believe.

We have a young lady who spends all her time outside, in the Service Department, calling on retailers, or obtaining information from the consumer. We are getting a list of all trade-marked goods sold in any of the city's stores, a list of the stores with which each product is stocked, information as to how they are selling, how distributed, whether sold direct by the manufacturer, through regular jobbers or commission houses, and if they give satisfaction to the user—the latter information being secured from representatives, consumers, through calls made at their homes. You can readily see that this pro-

vides us with a valuable list of prospective advertisers, and that when we solicit these manufacturers' advertising we can show them that we know—in most cases better than they do—about their local sales problems.

We find, too, that the merchants and buyers appreciate the value to them of this sort of work, and are glad to help us. They often give us valuable tips on new lines that we are able to use to good advantage.

Every publisher will agree with me that many buyers of advertising space are not competent either to buy intelligently or use profitably the commodity we offer them, namely, space in our papers, and unfortunately this incompetence is not by any means confined to the small advertisers; nor are advertising agents, in many cases, able to give their clients advice, the application of which would make their advertising profitable. I have in mind an experience which our paper had with one of the large advertising agencies in the United States who sent us a contract for our weekly edition from a manufacturer of a stump-pulling machine. Those who have had occasion to travel through Saskatchewan by daylight will not need to be told that there is just about as much chance of selling stump-pulling machines in that province as there is for the proverbial mother-in-law getting in through the pearly gates. This contract was returned with the information that we did not believe the agent's client could profitably use our paper for his particular advertising.

Fortunately, however, such experiences are not frequent and in the main advertising that comes to our papers is for products that are in themselves meritorious and for which there is an active or latent demand, so that, with any kind of effective sales co-operation, newspapers are able to demonstrate their wonderful potency as a sales force.

To return, however, to the subject, "Service to the Advertiser Before and After," we might determine just what form this service should take and to what extent it shall be given. In the first place, an advertiser wants to know—if he has not already secured distribution—whether a profitable demand could be created for his product in any locality where newspaper advertising is contemplated. In many cases the advertiser finds it very difficult, if not impossible, to obtain this information for himself. Possibly his goods are sold to jobbers or commission men and he has no personal or direct representation in the territory. In this case, it seems to me the newspapers can be of very distinct service, and that, in furnishing information on the opportunities of developing the sale of any product, they are going to place themselves in a very strong position with respect to the manufacturer for whom this information is procured. Another personal experience here may serve to illustrate just what I have in mind.

(*Continued in next issue.*)

MEN AND MEDIA

IT is more than probable that an active advertising campaign to boost the natural attractions of the various Canadian parks and beauty spots will shortly be undertaken by the Dominion Government. That such a campaign would prove a profitable proposition is evidenced by the success of similar publicity in the States, and there is every likelihood of its being undertaken.

* * *

A new departure in the shape of a Canadian Fashion and Home Show is to be held in the new Arena, Toronto, in the early fall, and will be conducted on a scale hitherto unattempted. The advertising value of such an exhibition cannot be overestimated.

* * *

Geo. E. Fraser, late manager in Montreal of The Dry Goods Trio, published by the Acton Publishing Co., has sold out his business interests in this concern and will shortly start, on his own account, a new trade service. This will be different from anything hitherto in operation in Canada, and in order to broaden his knowledge of retail conditions he proposes first to take a six months' trip through the West.

* * *

A most significant move was made by the Poster Advertising Association in convention recently at Atlantic City, when it was decided to drop entirely the advertising agencies who have for many years been placing business for their clients on the billboards. The Poster Association is now in a very strong position, in fact it is evident that they must be so when they can afford to do without the co-operation of the N. W. Ayer Agency, the Batten Agency, and other equally well known firms. It is more than likely that a similar action will be taken in regard to Canadian agencies.

* * *

Ray Thurman, formerly of the *Calgary Albertan*, is now advertising manager of the *Vancouver Sun*.

* * *

Woods-Norris, Limited, Mail Building, the well known advertising agents, have further increased their staff to keep pace with the rapid development of their business.

E. M. Carleton, who for the past twelve years has been associated with the advertising department of *The Montreal Star*, and a man of wide advertising experience, is the latest acquisition. Mr. Carleton assumes his duties at once.

* * *

Dominion wide in character will be the All-Canada Exposition which is to be held in New York at the Grand Central Palace beginning January 15th, 1914, and for which the preparations are rapidly assuming definite form. The floor space which the exposition will occupy is 21,000 square feet. From all parts of the Dominion, collected by provinces, municipalities, towns and private corporations will be gathered exhibits, charts, books, pamphlets and pictures which will serve to show the

immense resources of the Dominion.

* * *

A most comprehensive statement of circulation of the *Montreal Star* reaches us. Details are given of newsdealers and street sales, in Montreal and suburbs, and other full statistics of how the grand daily total of over 89,000 is distributed amongst the provinces of Canada.

In addition, comparative figures of thirty-one years' growth are included, and some interesting facts and figures concerning the *Star* and the city of Montreal, also appear.

We congratulate the *Star* on the thoroughness in which this circulation statement has been prepared.

* * *

The Commercial Review, *The Building World*, and *Dry Goods and Dress*—three leading Western trade papers published in Calgary, Alta., have opened an Eastern office at 63 Canada Permanent Building, Toronto, in charge of L. L. Berry. They are also represented in Vancouver and Winnipeg.

* * *

A new weekly, called the *Alberta Illustrated News*, was published in Edmonton early in August. A guaranteed circulation of 3,000 at the start will probably be increased to 10,000 by the end of the year. A number of sections—automobile, dress, literary, commercial, etc.—are included, and we imagine this weekly journal will fill a real want in the Western field.

J. N. Chevrier, for many years connected with *La Patrie*, as manager, has been appointed general manager of *Le Devoir*, of the same city. This paper claims a class circulation which should make its columns very vaulable for Canadian manufacturers and others.

* * *

John K. Allen, advertising manager of *The Christian Science Monitor*, Boston, has been appointed chairman of the Programme Committee, which will have charge of the work of preparing the programme for the 1914 convention of the A.A.C.A. in Toronto. His associates will be Jas. Dunlap, president of the Chicago Ad. Club, and C. W. McDiarmid, honorary president of the Toronto Ad. Club.

* * *

A series of District Cost Conferences will be held in the next few months under the auspices of the Canadian Press Association, and various eastern and western local associations.

* * *

John M. Imrie, who has been elected as permanent secretary of the Canadian Press Association, has been succeeded as manager of *Printer and Publisher*, Toronto, by his brother, James H. Imrie. A. R. Alloway has been appointed editor of this journal.

* * *

The new daily journal in Montreal, under the title of *The Daily Telegraph and Witness* was issued for the first time on July 12th. This number strikes us as being a remarkably fine specimen of Cana-

dian journalism, and contained in addition to a very comprehensive report and review of the current news of the world, a large section devoted to women, the home, sporting, literary and other sections, for which we have for some time been accustomed to look in the best papers.

* * *

C. A. Abraham, until recently advertising manager of the Winnipeg *Telegram*, has been appointed business manager of this progressive Western daily.

* * *

When writing our short notice of the change of management of the Montreal *Herald* in July issue, we understand that although our source of information was what we considered entirely authoritative, our statements were slightly in error. The Montreal *Herald* will maintain an attitude of independence to every political party and its editorials will voice the idea of closer imperial relationship as being in the highest interests of Canada and the British race. The authority for the statements in our last issue was a gentleman fully conversant with the Montreal situation, and we did not consider it necessary to have them confirmed. Economic Advertising values accuracy above everything, and we trust our apologies for this lapse from virtue will be duly accepted.

* * *

The moving of the *Manitoba Free Press* from its old site to the new building on Carlton Street just north of Portage Avenue was carried out without the slightest hitch, and the entire building from the sub-basement 20 feet below the street level to the searchlight

Handsome New Home of the *Manitoba Free Press*, Winnipeg

on the roof was open to public inspection on July 15th. The whole building, we understand, is to be occupied by this leading Western paper and has been specially designed for this purpose. Every mechanical device for the more rapid and more efficient production of a daily newspaper has been embodied in this new building, and a new octuple press with a capacity of 72,000 sixteen page papers an hour has been installed. The other two sextuples have a combined capacity of 60,000 sixteen pape papers an hour and plenty of space in the basement has been left for further installation as necessary.

The business office on the main floor is a model of efficiency. The composing room has an ample battery of up-to-date monotypes and linotypes. The stereotyping plant is the last word in mechanical perfection, and the jobbing depart-

ment is equipped to handle the highest grade of work in the shortest time. The engine room itself is a wonder of mechanical skill, and the ventilation and sanitary arrangements of the plant are models of their kind. Our sincere congratulations are tendered to the *Free Press* in their farsightedness and belief in the future of the great Canadian Northwest.

* * *

What is probably the largest advertisement for any one store, in a single issue of a Canadian newspaper appeared in the *Regina Leader* of July 4th. The idea was suggested by the paper in question to R. H. Williams & Sons' big departmental store and worked out with them in soliciting the advertising from the different manufacturers whose goods are represented. It speaks volumes for this progressive daily that it was chosen as the medium in which to publish this most significant advertisement. From the copy before us we notice that a large number of different trades are represented, and the ads and typography are, in nearly every case, meritorious. By reason of its bigness alone, this ad must have commanded attention and could not fail to have made a deep impression on any national advertiser under whose notice it may have come.

* * *

It was decided at the annual meeting of the Western Canada Press Association, held on July 10th, to effect a closer union with the Canadian Press Association. These two associations have been affiliated for some time past, but this step was taken in view of the fact that the Canadian Press Association have decided to employ John M. Imrie as permanent secretary and to enlarge the scope of its activities. The Western Association will continue under the name of the Manitoba, Saskatchewan Division, and will comprise in its membership the newspapers of Saskatchewan, Manitoba and Ontario north of the Great Lakes.

* * *

San Francisco, confident of its ability to swing the annual convention to its city in 1915, plans to erect before that time a building devoted solely to the varied interests of advertising, in which the whole of the convention meetings will be held. President Woodhead made this announcement at the departmental session on Poster Advertising at the recent convention, and the scheme has been practically made possible by the donation of $20,000 made at the same time by Mr. Link on behalf of the Poster Advertising Association of America.

* * *

H. Pare, late of *Le Temps*, Ottawa, has succeeded E. A. C. Mars on *La Presse*, Montreal.

* * *

O. L. Spencer, advertising manager of the *Calgary Herald*, is on a two months' trip to Ontario, Quebec and the Maritime Provinces.

* * *

The *Brantford Courier's* "Square Deal" circulation campaign came

to a close with a considerable number of new subscribers added to the lists. Ten prizes were awarded the successful contestants.

* * *

The *Fort William Herald* was recently merged with the *Fort William Times-Journal*, and will continue to be issued as a morning paper. The *Times-Journal* remains the evening paper.

* * *

The *Cobalt Nugget* has established a branch office in Cochrane and plans one also in North Bay very shortly.

* * *

G. S. Porter, founder of the *Newmarket Era*, recently celebrated his 100th birthday, at his present home in Phillipstown, Australia.

* * *

Sir John Willison, president and editor-in-chief of the *Toronto News*, has been elected chairman of the Canadian section of the Empire Press Union of Great Britain. The new chairman is in favor of the proposal to hold an Empire Press Conference in Canada this fall, and steps have already been taken to arrange for this important gathering. Indications are favorable to the bringing of this convention to Toronto this year.

* * *

J. R. Bone, managing editor of the *Toronto Star*, has been elected president of the Toronto Canadian Club.

* * *

The new building of the *Chatham Planet*, recently destroyed by fire, will be 40 feet wide and 130 feet deep. The new building and machinery will cost over $50,000, and it is expected to be ready for occupation early in September.

* * *

The J. Walter Thompson Advertising Agency, one of the oldest and most successful advertising agencies on the continent, with head office in New York, have announced the appointment of Mr. A. J. Denne as manager of their Toronto branch.

Prior to his joining the company, a little over a year ago, Mr. Denne was for some years associated with the McKim Advertising Agency, and as an advertising man he has won for himself a very considerable reputation, having shown himself to be possessed of exceptional ability, both as a writer of good advertising and as a planner of advertising campaigns.

By the way—congratulations on the arrival of another baby Deane, dated August, 5th

* * *

Knill - Chamberlain Agency, Peoples' Gas Building, Chicago, has been appointed foreign representative for the *Calgary* (Can.) *News-Telegram*.

* * *

The new owners of the *Montreal Herald* have purchased a weekly illustrated paper called the *Saturday Mirror*, which will be issued as a Sunday edition of the *Herald*.

* * *

The Western Canada Press Association newly elected officers are: Honorary president, J. W. Dafoe, *Manitoba Free Press;* past honorary president, A. Dunlop, *Neepawa*

Press; president, F. B. Allen, *Port Arthur Chronicle;* first vice-president, S. N. Wynn, *Yorkton Enterprise;* second vice-president, Geo. F. Chipman, *Grain Growers' Guide;* secretary-treasurer, George H. Saults, *Winnipeg Town Topics,* executive committee, A. C. Hunt, Regina; J. A. Osborne, Fort Frances; W. B. Ballantyne, Emerson; Charles Hynds, Lumsden, Sask.; J. H. Monteith, Killarney, Man.

* * *

The chances are that there will be a meeting of the Imperial Press Conference in Canada in July or August, 1914, attended by representative journalists from Great Britain, Australia, New Zealand, and South Africa. It is assumed that the conference will be held at Ottawa, but that the delegates will visit the Eastern provinces, Montreal and Toronto and go west to Winnipeg, Regina, Edmonton, Vancouver and Victoria.

There is reason to think that the Dominion and Provincial Governments will join heartily with Canadian press in making the conference successful. Sir John Willison, editor of the *Toronto News,* Canadian chairman of the Imperial Press Union, will call a meeting of editors representing the principal papers of Canada for Ottawa early in October. At this meeting, it is expected, a definite decision will be taken to ask the Imperial Press Union to hold its next meeting in Canada to decide on the form of the meeting and the arrangements for the entertainment of the delegates.

Index to Advertisers

AUGUST, 1913

BRANTFORD
Courier 16

CALGARY
Herald 8

COBALT
Nugget 12

EDMONTON
Journal 6

GALT
Reporter 30

HAMILTON
News List 12
Times 20

LONDON
Advertiser 12
Free Press 16

MONTREAL
Gazette 6
Jewish Eagle 14
Star 2

REGINA
Standard 10

STRATFORD
Beacon 8

TORONTO
Acton Publishing Co 18
Canadian Countryman 14
Central Press Agency 29
Globe ..... Outside Back
News 16
Star ..... Inside Front
Woods-Norris Advertising Agency ..... Inside Back
World 22

WINDSOR
Record 4

WINNIPEG
Free Press 24

Service and Cooperation

The finest recommendation that any Advertising Agency can have is that of clients of many years' standing who speak in the most glowing terms of its cooperation and service.

We do not profess unduly, but we can refer any advertiser or prospective client to the way in which we have handled the business for many leading Canadian advertisers for whom advertising has spelt "success" with a capital "S".

We only ask an opportunity of being able to get in touch with you, when we know we can get together for our mutual advantage.

Write or wire at our expense, asking our representative to call on you.

WOODS-NORRIS LIMITED

Advertising Agency

Mail Building -:- Toronto

The most important paper in Canada, and the most widely read, is probably The Toronto Globe.—*The Literary Digest*, of June 21, 1913.

Vol. 6 SEPTEMBER—1913 No. 9

Economic Advertising

CONTENTS

PAGE

Straight Talks 1

The Smaller Town Newspapers — Fake Medical Advertising — Wanted, A Vigilance Committee — Great Britain at 'Frisco—The Woman in Advertising.

Service to the Advertiser 13
M. J. Hutchinson

Financial Advertising 21
A. E. Dean

Recent Ads.—Good and Otherwise .. 31
The Captious Critic

The Trade Outlook 38
F. G. Megan

Truth in Circulation 42
T. J. Tobin

The Smaller Town Newspapers 47
W. R. Givens

What's Doing at the Ad. Clubs .. 51

Advertising to Women 52
A. R. Rosenblatt

Men and Media 54

WOODS-NORRIS LIMITED
PUBLISHERS
MAIL BUILDING, TORONTO, CANADA

THE TORONTO DAILY STAR

Canada's Greatest Newspaper

LEADS IN ADVERTISING BECAUSE IT LEADS IN CIRCULATION

¶ The Star heads the list in the amount of display advertising carried for the first six months of 1913 by the Toronto daily newspapers. The standing being as follows:

	Agate Lines
Daily Star	3,349,360
Second paper	3,065,720
Third paper	2,444,820
Fourth paper	2,321,060
Fifth paper	2,120,860
Sixth paper	1,653,400

¶ That The Star has also kept its lead as the largest circulated paper in Ontario and the second largest English daily newspaper circulated in Canada is shown by the sworn net daily average circulation for August, which was—

83,324

Economic Advertising

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.
Condensed Rates, 3 cents a word; Minimum, One Dollar.

Vol. 6. Toronto, September, 1913 No. 9

STRAIGHT TALKS

THE SMALLER TOWN NEWSPAPERS

THE dailies in Canada with a circulation of 25,000 and over are by no means numerous, and are confined to some seven of the larger cities, where the bulk of the population is centred.

But there are a large number of dailies in the smaller towns and cities with circulation of anything from 2,500 up, that are serving prosperous and progressive communities, and whose advertising value is surely worthy of consideration.

And on top of these smaller dailies there is a whole host of really live weeklies and semi-weeklies that have to be reckoned with.

With a view to sensing the real value of the smaller town newspaper, we have made enquiries in several quarters, and we must confess surprise at the divergence of opinion expressed.

Reference is made to the very lucid article in this issue from the pen of W. R. Givens, of the *Kingston Standard*, a publisher of wide experience and well-qualified to talk, but his view is entirely controverted by an equally well known publisher, who prefers to remain incognito, and who, when asked for an article on the subject finds "he is a little bit lacking in the enthusiastic belief necessary to make a useful article."

This publisher's view is that the proper field for the development of the smaller town newspaper is the local advertiser, and he makes the very significant statement that if he, as an advertiser, were given the appropriation of a $25,000 order for an advertising campaign in Canada, not very much of it would get into the smaller town newspapers.

WORTHY of NOTICE

Frank Jones, Advertising Manager for the Paquet Co., Limited, Quebec, is our authority for the following statement:—

He says:

"Some weeks ago around May moving time, the writer noticed down in the Basement Hardware Department of this store a considerable stock of a well-known Wood Stain (the name of which is popularly supposed to be a household word throughout this country) bearing a discount price ticket. The fact that well-advertised staple goods were being sold at less than regular price was a cause for considerable surprise, and prompted an enquiry as to the reason. The buyer of that Department replied that nobody asked for the goods, and he wanted to get rid of them so badly that he was willing to cut into the price to the extent of 20 per cent., in order to clear what he evidently considered unsaleable stock.

Within the last few weeks also, one of the greatest Cereal Food Companies on the continent has spent tens of thousands of dollars in expensive magazine space to announce a scheme whereby full-sized packages of breakfast foods would be given away free under certain attractive conditions. As the proposition looked pretty good, and this Department Store operates the largest Grocery Store in this City, the writer thought to swing a lot of this cereal business by independently using newspaper space to attract the attention of the public to the announcements which were being made by the Food Company in question. The net result of so much optimism was a total of three coupons brought in by customers for free packages, these three coupons having a redeemable value of 35 cents in return for the many dollars which we spent in backing up the Manufacturer's plans.

These are but two of many incidents that go to prove beyond the shadow of a doubt that most national advertising campaigns shoot over the heads of a large percentage of the people of Canada. The reason why we could not sell the largely advertised floor varnish is not that we lack opportunities for showing the goods—for our store is the business hub of this city. The same applies to the other case in point. Our Grocery Department caters to a very large number of customers and our business in breakfast foods and cereals is very large indeed. **The simple unadulterated truth is that probably 90 per cent. of the people of this city of Quebec never saw the advertisements of the breakfast food free offer, and are not familiar with the widely advertised wood stain, because the fact is overlooked that English publications do not reach them.**

The Key to the Situation is

LA PRESSE, MONTREAL

Because—(1) It has a larger circulation in Quebec Province than any Daily Paper has in all Canada.

(2) It has a greater circulation in Montreal than any French Paper has altogether.

(3) *The Daily La Presse,* in conjunction with the *Farmers' Weekly La Presse,* enables an advertiser to cover a larger constituency than any other medium in Quebec Province, and at a much less cost.

For further information apply Advertising Manager, *La Presse,* Montreal, or Henry W. King, Ontario and Western Canada Salaried Representative, 76 Adelaide Street West, Toronto.

Many qualifications, he maintains, must, of course, be made to this statement, and the advertiser who wants to help his local agents will go into the small town press, but the one carrying on a general advertising campaign can, in most instances, get along without these media.

Or, to put it otherwise, it would be fairer to say that the cost per inch per thousand in this class of medium with a circulation round about 3,000 is so much greater than in the paper of larger circulation, that the advertiser who aims to get the most for his money must pass them over.

We confess that our views are not at all in accord with this correspondent. It all seems to hinge on the old cry of "Waste in Advertising."

The local newspaper, in our experience, is primarily a "home" newspaper, and is read with a thoroughness unknown among the big city dailies. And surely thorough reading spells added value to the advertising announcements, so that whether the advertising be intended merely as a part of a national publicity campaign, or whether it is included to help boost the local agent's business, the columns of the smaller town papers must have a value that cannot be overlooked. There cannot help being considerable waste to the advertiser seeking to develop certain localities through the medium of the big city daily alone.

Mr. Givens, in his article, brings out two good points that are well worthy of careful consideration.

The outside newspaper, he maintains, that comes into the smaller cities is bought for its general news only—the home newspaper is the one that gets the home readers, and whose every column is closely scanned.

And, again, for the advertiser whose appropriation is not over large, the smaller town newspapers present a unique opportunity for introducing his wares.

Funds are very quickly swallowed up in the large city papers, and disheartenment may arise at the very outset.

Not so in the case of the smaller papers. Any one district where his distribution has been perfected may be tried out at comparatively small cost, and as business expands and his purse will warrant it, extension to the larger centres will naturally follow.

We heartily commend the attitude that Mr. Givens has taken, especially as regards the advertiser who is starting in in a moderate way.

The city dailies have, of course, a wonderful influence in modern merchandising, but the field of the smaller town newspapers is one which no advertiser can afford to neglect.

Most Sales and Inquiries From The Canadian Countryman

Columbia Phonograph Company,
363-5-7 Sorauren Ave.
Toronto, Canada,
Sept. 6, 1913

Messrs. The Canadian Countryman,
Toronto, Ont.

Dear Sirs,

It has been a source of much pleasure to us to watch the results achieved through our advertising in "The Canadian Countryman."

It is an extremely difficult matter in these days of frenzied advertising, to accurately gauge the value of any particular medium, as 99% of the buying public refuse to give any clue as to where they saw the advertisement that excited their interest. We can truthfully say, however, that of the *traceable* inquiries received by us, the Canadian Countryman stands first on the list, as having the largest number.

While we are congratulating you on the pulling qualities of your publication we would like to thank you for the courtesy, co-operation and interest which everyone connected with your office has evidenced towards us.

We still have quite a large contract with you and we shall certainly continue to use the paper as long as the results come in as they have been doing.

Yours very truly,
(Sgd.) A. G. Farquharson,
Canadian Manager.

The Canadian Countryman Pub. Co.

60 Colborne Street, Toronto

T. J. TOBIN, Advertising Manager

FAKE MEDICAL ADVERTISING

EVEN at the risk of boring our readers, we are going to get back to the old subject of "Fake Medical Advertising," which has on several occasions been aired in our columns. A few publishers have cleaned shop, but the very large majority still cling to the idea that the editing of their advertising columns is an unnecessary exertion. Surely it is time to unfasten the fangs of the medical and nostrum leeches.

Referring to one widely advertised "Remedy" in the Canadian Press, Prof. Reuben Peterson says, "It would certainly make your heart ache to have knowledge of the many women I see yearly with incurable cancer who practically cut themselves off from all chances of cure, by trying this dope,"—a sweeping condemnation you will admit, but coming from one of so high authority, it must carry weight.

Pick up any daily paper, with a few exceptions,—here's a tobacco and liquor habit cure for $2.00. Why include advertising of diseases, which, to say the least of it, do not read very nicely? Is this the sort of matter that you would care to have your daughters read?

"Men cured at home," and this suggestive ad. in one of the leading papers of the country. It is unnecessary to repeat the doses, anyone can, by referring to the columns of nearly every paper in the country, see enough of this nauseating advertising matter to convince himself that the time has come to clean the advertising columns and exclude this palpable fake stuff.

In the first place there must be much closer scrutiny on the part of Medical Associations, in granting diplomas to so called "medical graduates." Secondly, when seeking powers to prosecute the perpetrators of this ghastly misuse of the public press, the publishers themselves may very well be held liable as accessories. This may sound drastic, but we believe that the time is not far distant when this kind of nauseous advertising will be missed from all our leading papers. Even many of our best advertisers will not pay for their advertising if placed alongside patent medicine advertising or advertising of the fake medicine kind, and we do not blame them. In the long run, we can't see how publishers stand to lose anything by cleaning shop. The immediate loss of income may be very considerable, but there will surely come along an accession of desirable advertising which would never have materialized so long as the ads to which we have referred, continue to appear.

The practice of inserting these advertisements is so widespread and the papers who refuse them so few, that we feel fully justified in bringing up the matter in the hope that some more of our most excellent Canadian papers will see their way to exclude this sort of stuff. There was a time a few years ago when patent medicine

Editorial Service

of the highest order, in thorough touch with readers' needs and desires.

Subscription Organization

covering every section of Canada—small towns as well as the cities.

A Modern Printing Plant

resulting in the best quality of typographical journal work done in Canada.

Copy-Writing Service

at the call of every advertiser at any time.

Advertising Staff

who believe in giving the utmost possible service to every advertiser.

Absolute Frankness

in circulation statements, combined with a readiness to show our records to any advertiser.

These factors have combined to make every journal published by the Commercial Press Limited a success in its field and to build up the business of the Company from $1500 a month in May 1911 to over $10,500 a month in August 1913.

The
COMMERCIAL
PRESS
Limited

32 COLBORNE STREET
TORONTO

MONTREAL WINNIPEG
NEW YORK CHICAGO

Publishers of:

Canadian Hardware, Stove & Paint Journal.
The Retail Grocer and Merchants' Magazine.
Canadian Furniture World and The Undertaker.
The Retail Druggist of Canada.
The Canadian Nurse.
The Canadian Manufacturer.
The Railway Journal of Canada.
The Canadian Builder and Carpenter.
The Canadian Clay-Worker.

and medical advertisements practically kept the papers going, but that time is past, and there is now a volume of desirable advertising offering, and plenty more of it in sight, that will amply compensate any newspaper which cuts out the rotten patent medicine and fake medical advertising.

WANTED—A VIGILANCE COMMITTEE

AN instance of substitution of the most glaring kind was noticed on the main streets of Toronto during Exhibition week, and went on for some days entirely unchecked.

On a vacant lot on one of the main streets a small stand had been erected for the sale of "Spearmint Gum"—5 packages for 10 cents, or 35 cents a box, and this was capped by a large poster with the words "Advertising Spearmint Gum."

Not so much exception could be taken to this, although it is obvious that the average purchaser would imagine he was getting the widely-advertised Wrigley's Spearmint Gum, but the promoters of this fake proposition were not content to rest here.

The package was an exact replica of the Wrigley package—coloring, lettering and wrapping, with the sole omission of the word "Wrigley," and the alteration of the "Wrigley" arrow so slightly as to be unnoticeable to the casual observer.

That the Wrigley firm have been done a grave injustice in this matter cannot be gainsaid.

By advertising and the manufacture of a meritorious article that has just hit the public taste, that firm have built up a huge and profitable business, and it does not say much for Canadian justice if they cannot be protected from such palpable deception as this.

Then again, what about all these "Damaged Fire Sales," "Bankrupt Stocks," "Forced to Quit," and other sales that crop up with painful frequency in all our large cities.

In how many cases are they not merely cloaks for the disposal of cotton goods as pure woollens, and seconds as highest grade articles slightly damaged?

Is it not somebody's business to protect an unsuspecting public from such fakes as these?

There is a committee of the Toronto Ad Club known as the "Vigilance Committee" whose *raison d'etre* is surely to unearth and run to ground these and similar frauds.

Other clubs south of the line have been doing splendid work along these lines, and it surely behooves the Toronto Ad Club Vigilance Committee to justify its existence by getting busy and bringing these cheap jacks to boot.

The Winter Session will soon be in full swing and President Rook should make careful selection of a committee whose heart

The Expositor

Brantford's Big Daily

One of the Biggest and Best Newspapers in Western Ontario

Circulation guaranteed to exceed **7,500** daily

Write for Advertising rates

The New Home of The Herald

The Herald is the Want Ad. Medium of Calgary

The paper that carries the "Want Ads." is the paper that is read. THE HERALD publish daily, four, eight column pages of "Wants"—almost double the two other local papers combined.

THE HERALD has a sworn circulation of 20,000—all paid. It is the greatest advertising value you can buy in the West.

The Herald Publishing Company, Limited

Calgary -:- Canada

Edgar J. Guy, Eastern Representative
65 Canada Life Building, Toronto

and soul is in this work, and who can give the necessary time and ability to the successful eradication of these pests.

That there are such men willing to serve our own experience proves.

For the credit of this fair city they should come forward without delay to offer their services.

GREAT BRITAIN AT 'FRISCO

IT was with a feeling somewhat akin to dismay that we read in the daily press the recent announcement that Great Britain had decided not to be represented officially at the 1915 exposition at 'Frisco.

Canada, with an initial apportionment of $500,000, has not been slow to recognize the wonderful advertising and trade possibilities of the exposition, and we understand that Australia and New Zealand will not be behind the Maple Leaf with exhibits worthy of their resources and progressiveness.

Doubtless the cost of housing and transporting an exhibit worthy of the greatest nation on earth would run into a high figure, but surely the amount involved to a wealthy nation like Great Britain should not be prohibitive.

The Panama Canal is easily the greatest engineering work the world has ever seen, not even excepting the many wonders successfully carried out by the ancients with very indifferent tools and appliances; and the trade possibilities, and the inevitable general development of the Western Coast of America present an opportunity for the expansion of British trade that cannot be fostered in as forceful a manner as by a striking exhibit of British manufacturers at the 'Frisco Fair.

Then, again, every one of the most energetic trade rivals of Great Britain is preparing for impressive representation at the exposition, and it seems a thousand pities that so unique an opportunity for national advertisement should be lost.

The decision is all the more surprising in view of the fact that trade returns indicate that Great Britain in its official representation at recent exhibitions has received a splendid advertisement of its wares and has made them decided commercial successes.

At Brussels, Buenos Aires, Turin and Rome, the success of the representation was in every case instanced by the satisfaction of the exhibitors,—the surest sign of the profitableness of the undertaking—and these exhibitions were pigmy affairs compared to what is promised in advertising value and trade expansion as a direct result of 'Frisco 1915.

We trust it is not too late for the British authorities to reconsider their decision.

UNPRECEDENTED GROWTH

Edmonton's population (civic census), 1912	53,611
Edmonton's population (civic census), 1913	67,243
Increase	13,632
JOURNAL's circulation for first half of June, 1912	10,711
JOURNAL's circulation for first half of June, 1913	15,650
Increase	4,939

Edmonton's population increase - 25 per cent
Journal's circulation increase, over 30 per cent

The above figures show the percentage of increase in circulation larger than the percentage of increase in population, which proves that the JOURNAL is not only being warmly received into the homes of the new arrivals, but is increasing in favor among the older residents.

In preparing your Fall Advertising Campaign make certain that the JOURNAL is on your list. "The resultful advertising medium of Central Alberta."

CANADIAN NEWSPAPERS LIMITED. JOURNAL BRANCH
M. R. JENNINGS, Editor and Gen. Man. JOHN MacLAREN, Bus. Man.
East Representative, E. J. Guy, 65 Canada Life Bldg., King St., Toronto

The Hamilton Spectator

THE MONARCH OF ITS FIELD

If you wish to move your merchandise in Hamilton **concentrate** on THE SPECTATOR. A costly medium makes advertising cheap, a cheap medium makes advertising costly. The **right** medium makes advertising **inexpensive** and **profitable.** These are facts which Hamilton advertisers have learned by years of experience. These are the reasons why outside advertisers should follow the lead of the local merchants. Concentrate, and let us prove the worth of THE SPECTATOR to you.

Spectator Printing Company, Limited
HAMILTON, ONTARIO

An agitation on the part of leading manufacturers would most certainly wake up a phlegmatic government to the possibilities offering.

Canada is to be congratulated on its ready grasp of the benefits accruing from generous representation.

An influx of desirable settlers, a wider market for Canadian products, and an intelligent knowledge of the wonderful resources and beauties of the Dominion—these will be the chief results to be looked for, and there is no fear but that any money expended will prove a profitable investment.

THE WOMAN IN ADVERTISING

IT is freely admitted, on a conservative estimate, that the women folk spend at least seventy-five per cent. of the entire earnings of every household, so that it ought to prove profitable to garb your advertising in a dress that will appeal especially to the women.

Yet, how often does mere man in his ads miss the feminine viewpoint, and fails, consequently, to carry conviction.

Although there are a few women in the advertising copy writing business in Canada to-day, they are outnumbered a hundred times by the sterner sex, and for many reasons we think that women copy writers should make good where the advertising of such articles as dry goods and dress, vacuum cleaners, foods, labor saving devices and many other household commodities is concerned.

Merely because a woman's viewpoint is so entirely opposite to a man's, it is only logical to conclude that the woman's written message is likely to prove more convincing than the man's when the appeal is directed to the gentler sex.

A woman's influence on her sex, if for the sole reason that her methods are less direct, is likely to carry greater weight than a man's, and it is more than likely that arguments that will sway a man will leave a woman cold and unconvinced.

This is only natural. The pursuits and upbringing of men and women are so entirely dissimilar that it is not strange that life is viewed by them from very different angles, and in making the direct appeal to her sex, the woman copy writer is proving herself a useful, and in some cases, an indispensable member of Canadian advertising staffs.

There seems to be a really fine opening for a number of well-educated Canadian women to go in for this work. The necessary technical knowledge can be obtained in any reliable correspondence school, and after a term of apprenticeship with a good firm of a length to be determined by the ability of the individual, a very useful body of workers could be added to the cause of more and better advertising.

NEWSPAPER ADVERTISING

That's My Business

Can you use an advertising man who has worked in newspaper advertising for over twelve consecutive years, a man who is actually doing the things publishers want done? I have the experience that has taught me the value of hard, thorough work, a personality that feels at home in big surroundings, and the calibre to create an advertising fund where an advertising opportunity exists. Can take full charge of your local and foreign advertising department, control, handle and increase your clientele as well as the profits. The connection I am looking for is one offering opportunities to a man who is big enough to grasp them, a connection where hard work, hustle, experience and natural ability will show results. I am thirty-two years of age and married. Address:

Care of ECONOMIC ADVERTISING
BOX 109
Mail Building - TORONTO

THE OUTDOOR MAGAZINE THAT PAYS THE ADVERTISER

Twenty thousand men and women who want your goods buy **ROD and GUN in CANADA** by the year. The advertising rate is lower than it really ought to be. Ask your advertising agent, or us, for details.

ROD AND GUN IN CANADA

Plenty of people—some of them in your own line—say **ROD and GUN in CANADA** brings them more direct results than any other magazine they use.

MORE SELLING POWER FOR THE MONEY

ask for rates

W. J. TAYLOR, LIMITED
WOODSTOCK - ONTARIO - CANADA

COVERS RICH OXFORD COUNTY LIKE AN UMBRELLA

Your advertising appropriation will not be spent to the best advantage unless you include this evening daily in your schedule. For real sales-power in Ontario's richest county, make use of The

WOODSTOCK SENTINEL-REVIEW

Between the weekly and the daily, not a a home worth your consideration in a county of forty thousand people will miss your appeal to the intelligent buyer. Request rates.

SENTINEL-REVIEW CO.
LIMITED
WOODSTOCK ONTARIO

SERVICE TO THE ADVERTISER BEFORE AND AFTER YOU LAND HIM

By M. J. Hutchinson, Advertising Manager, The Regina Leader

(*Continued from last issue*)

We have been soliciting for some time, by mail and by calls upon the advertising agent handling the account, and on the firm itself, the advertising of a manufacturer of washing compounds. We were not making much headway until a few weeks ago I read an article in an advertising magazine. It was an interview with the general manager of the firm in question, and in that article, in discussing the matter of advertising, he was credited with this statement: "We use the best argument that can possibly be used with the dealer. We advertise locally and sell the goods for him." I at once wrote this gentleman, quoting this phrase from his interview, and asking him if he did not think the merchants in the territory served by our paper were, in the face of this statement, entitled to some advertising co-operation as well as the merchants in a number of other centres, the names of which I gave and in which this firm was advertising. I also furnished him with a report of an investigation made by the young lady member of our staff, not only on the distribution of his two products in Regina, giving a list of the stores in which they were stocked, but also detailing information obtained from users of these products; how, in use, they compared with other products of a similar nature and just what the merchants had to say with regard to their relative sale in respect to these other products. This brought an immediate response from the gentleman in question, who said that he greatly appreciated the information and that he had asked the special representative of his firm to make a personal investigation of the Regina field and to report particularly with regard to the opportunities for and the necessity of advertising in this territory. A few days ago I received a letter from our New York representative to the effect that the agency handling this account had been instructed to place a contract with our paper.

This is what we understand by service to the advertiser, before, and while of course in following out this policy we are doing a good deal of work which does not result directly in advertising contracts, our experience has been that it has paid from the volume of foreign business secured as a result of this service, and that it has convinced the local dealers that we are anxious to co-operate with them to secure all the possible advertising assistance from the manufacturers of products with which their stores are stocked. We have benefitted very materially from this viewpoint alone.

There is, of course, a limit to all

A Notable Canadian Newspaper Victory

¶ Statistics compiled by the Mail Order Journal of Chicago point to the Free Press, Winnipeg, as having carried more Classified Advertising during the first six months of 1913 than any other six day Daily on the Continent.

The Mail Order Journal, which for some time has compiled and published very valuable statistics of the volume of advertising carried by America's leading dailies, has recently enlarged the scope of its enquiry and is now securing separate figures dealing with classified advertising alone.

Its first classified summary which appears in the August issue covers the volume of classified advertising carried for the first six months of the current year. A number of prominent dailies which apparently do not keep a separate record of their classified are not included, but the list is a fairly representative one and discloses the following facts of special interest to Canadian advertisers.

The Free Press, Winnipeg, is the sixth paper on the list being exceeded in volume by only five papers, all of them seven day papers and all of them published in cities much larger than Winnipeg.

Consequently the Free Press, Winnipeg, heads the entire list of six day papers.

The Free Press, Winnipeg, carries more classified advertising than any other two Canadian Dailies listed.

The Free Press, Winnipeg, does not attempt to maintain a record of the volume of advertising carried by other papers and is dependent for its information on sources such as the Mail Order Journal. It is quite possible, therefore, that there may be six-day papers published in America which exceed the Free Press in volume of classified advertising and whose records will be available for publication at a later date. It is, however, improbable that the prestige of the Canadian Dailies as classified mediums will be materially impaired, as when the list is complete it will no doubt be found that another Canadian Daily—the Toronto Telegram—will be very much to the fore.

The remarkable result-getting power of the Free Press, which is responsible for this large volume of classified which it carries, has also been experienced by display advertisers who are able to check returns.

Large as is the margin of Free Press paid circulation over other Western papers, its tremendous pulling power can only be accounted for by extra quality as well.

Begin your campaign in Winnipeg with the Free Press, and the addition of a list of live dailies in the further Western cities will enable you to thoroughly cover the Prairie Provinces.

Any recognized Advertising Agency will give you full information regarding rates, etc., and the Free Press is specially represented in Eastern Canada by

EDGAR J. GUY - Canada Life Building - TORONTO

service of this kind, beyond which we should not go. I do not think that the newspaper should usurp the function of the sales department of any manufacturer. When a manufacturer asks us to get out and canvass local merchants for direct orders for his product, and tells us that an advertising contract is conditional upon our securing personally a certain volume of business for him, I think we should draw the line. Every little while I run across an enterprising manufacturer who puts that proposition up to me. In effect, he says, "You sell my goods for me and I'll advertise in your paper—maybe." We have never felt that this was a form of service that we were called upon to render in order to secure advertising.

So far as they affect his product, we will give him all the pertinent information on local conditions he wants, furnish him with a list of dealers in his line and find out from these dealers if they believe the product in question will sell in our locality, and get them to display and push it, once the advertising has started; but we do not want to steal any commercial traveler's job.

In many cases it will be necessary to go further than simply to tell the prospective advertiser if his product is on sale and if it is suited to local conditions. That information is enough in the case of the big advertiser, the man with the well equipped advertising department, or the man whose account is handled by a good advertising agent who can advise him as to the kind of copy to use and the amount of space necessary to produce the results he wants.

But there are hundreds of small manufacturers who need newspaper advertising, whose sales will not grow the way they should grow until they get into the newspapers, and go direct to the people who use their goods, with the story of their merit.

Many of these manufacturers are too small or are not ready to take up national advertising and their accounts are, therefore, not profitable for the advertising agent to take hold of.

Their advertising must be done in sections—if it's done at all—and these sections must be those in which, for local reasons, increased business may be developed at a small advertising expense. This advertising must be of the intensive kind. For instance, if there is in any given locality a special demand for any product, advertising of that product can be more profitably done in that locality. Right after the cyclone in Regina we solicited advertising of building materials and cyclone insurance, and as a direct result of one half-page ad for the latter in our paper, one advertiser wrote $300,000 worth of cyclone insurance.

The publisher or advertising manager of the local newspaper knows of these local conditions, and is in a particularly good position to advise the manufacturer of the existence of such conditions as will make advertising campaigns for his product of timely interest in any locality.

What a man reads:

What a man buys—

There is a very close relationship between the two things.

The Canadian Magazine

goes once a month into the homes of those people who want good, wholesome, sane and cheerful reading. Its arrival in the mail is an event. The whole family reads it. It is kept on the library table. The CANADIAN MAGAZINE goes to people who buy a Canadian product and appreciate it.

If you have Canadian goods to sell, or service to offer of any kind; if you want to get close to the best Canadian public; if you want to talk to people who appreciate good, honest, wholesome, useful and durable goods — the medium is

The Canadian Magazine

TORONTO

TAKE IT UP THIS FALL

Give it a trial and see if your trade does not improve. It's the one best medium in Western Ontario.

THE LONDON ADVERTISER

The Windsor Record

is a growing paper in a growing city. Circulation increased over 1000 last year. Circulation now 5300 and going up. 8 to 16 pages daily.

A few weeks ago I saw the window dresser of one of the big stores in Regina putting in a special "paint" window. I asked the head of that department if he would arrange to have the display left in over Saturday (this was the middle of the week) if I could get a big ad for our paper, referring to the window display. That day I sent a special delivery letter to the agent handling the account of that paint manufacturer, soliciting an ad and telling him why I thought it would pay just at that time. The next morning I got the ad, a quarter page for two insertions, by wire. Here was a form of service that helped three parties; the manufacturer, because it linked up his advertising directly with the retailer handling the product; the store, and the newspaper. These ads had a timely value, and I know that as a result, with the display to which they referred, the store in question did a very large business in that particular paint.

In trying to secure for our advertisers the greatest possible returns for the money they spend with us, it seems to me that we would be wise in suggesting the use of a local dealer's name on foreign ads for products sold in local stores, wherever conditions make this possible. In the first place, it will get better attention. Everybody knows the Two Macs, the haberdashers; Smith, the druggist, or Jones, the grocer. We have a certain amount of confidence in what they say and in what they offer for sale, and the foreign advertiser can cash in on his reputation—if it is a good one. In the second place it serves as a direct connecting link between the advertiser and the consumer. How many sales of advertised goods have been lost because there was not this connecting link, heaven only knows. Let me give you just two instances: We have been carrying a line of advertising for a certain hosiery. It is most attractive advertising—and convincing. On the day following the insertion of one of these ads. in our paper two letters addressed to the advertising manager were received, in both of which it was stated that the writers had noticed the advertisement in question, had been interested, and had tried, without success, to find a store in which the advertised hosiery was sold.

Here were at least two sales lost because, while the ads themselves had convinced, had created the *desire* to buy, they had not told *where* to buy. If this information had been given, sales would undoubtedly have been created. In the case of an article sold generally and distributed through jobbers, this problem is perhaps not easy of solution, but where the manufacturer sells direct, it seems to me that he would not only be giving the newspapers a better chance, but adding dollars to his own pocket, by seeing that at the foot of all advertisements the names of local dealers handling his line were given.

When it comes to the case of an article for which an exclusive

HAMILTON NEWSPAPER UNION LIST

is composed of country newspapers with a genuine subscription circulation.

More than 75 per cent. of all the newspapers in Canada are Country Weeklies.

No advertising proposition can stand beside continuous space in the Local Publications when country people are to be reached.

Country trade is valuable, and sticks. It is useless trying to capture it except through the Local Weekly.

The largest and most successful advertisers invariably use our list of Country Weeklies.

Sworn Circulation for 1912, 2,389,764

Weekly Average, 45,957

Hamilton Newspaper Union
Hamilton, Canada

The Outside Back Covers *For* Next Year

Are now selling.
We have very few left.

ADVERTISERS WISHING space for advertising in colours, in this position (which we consider to be the very best in the paper) are urged to make their reservations at the earliest date possible.

OUR CHRISTMAS NUMBER

will be published on December 6th. We have several choice inside positions available for advertising in colours.

THE
CANADIAN COURIER
TORONTO, CANADA

Sworn Circulation 28,000

agency is given, I cannot conceive of either the sense or the economy of leaving off the name of that agent. We are just now carrying a splendid line of candy advertising. I think it is about the highest class newspaper copy I ever saw turned out in Canada. The candy is high priced. In fact, the boast of the maker is that it's the highest priced candy in Canada. It is an exclusive agency proposition. One day I started out to buy some of the candy. Mainly, I wanted to find out who sold it, to see if the advertising was producing results. Believe me, I called at seven stores before I found the right one. I was determined to find it, else I would have quit long before I reached the right one. No doubt hundreds of others, less interested than I was, did quit. The odds against such advertising, with about twenty-five stores selling candy, are too heavy. It seems to me that this is expecting advertising to do more than one has any right to demand of it. This is apart somewhat from the matter of service to the advertiser, because it is something which the newspapers cannot remedy, but should we not, in cases of this kind, point out that our papers will produce much better returns if they are given the chance they should have?

Recently, on our own initiative, we made an investigation as to the sale of a certain food product which was being advertised quite extensively in our paper. The manufacturer of this product was spending in our paper about fifty dollars a month to advertise an article, the retail price of which was fifteen cents. When local conditions had been reported upon, we found, to our amazement, that this product, which, from the volume of advertising used, should have been in stock in every grocery store in the city, could be procured in two only, and these two were not by any means the largest. This advertiser was spending a lot of money, as far as we could see, to little or no purpose. His product was sold by a commission agent and he, therefore, was not in a position to know just the extent to which distribution had been secured. We reported the result of our inquiry as to this particular product to the advertising agent handling this account, and suggested that there was need for very much more aggressive sales effort if this advertiser was to derive satisfactory results from the money he was spending in our paper.

Then, there is the matter of service to the local advertiser. The service that is of value to him, apart from the honest circulation of his advertising message after it has been given as good treatment as possible in setting and position, is something that will get for it more than usual attention and bring it home with the greatest possible conviction.

* * *

Every advertiser gives a bond, a mortgage on his future, which can be foreclosed at any time that he fails to keep faith with his customers.—*Clowry Chapman.*

For Eastern Canadian and American manufacturers there does not exist on this continent a better or more profitable field in which to market their goods than

THE CITY OF VANCOUVER and
THE PROVINCE OF BRITISH COLUMBIA

That of course is in *this* year of 1913. What it will be ten or fifteen years hence is quite removed from the region of surmise because then, and likely long before then, this coast will be producing all that we now have to import. But now the field is ripe and open to almost everything the East can manufacture.

THE SUN

A morning paper published in Vancouver every week day during the year is sold to

100,000 SUBSCRIBERS)
121,000 READERS) DAILY

21,000 and over individual Subscribers daily

IT IS GROWING—Like everything else in the West.

Published in Vancouver, B.C., every week day by

The Burrard Publishing Company, Limited

Eastern Canada Representative
EDGAR J. GUY, - CANADA LIFE BUILDING, - TORONTO, ONTARIO

ELECTROTYPES
AND
STEREOTYPES

Our up-to-date and fully equipped foundry insures
PERFECT REPRODUCTIONS
and PROMPT SERVICE

FASHION CUTS A SPECIALTY

WILSON-HUNT COMPANY
OLD GRIP BUILDING - TEMPERANCE ST. - TORONTO
Phone Adelaide 3260

FINANCIAL ADVERTISING

By A. E. Dean

JUDGED by present day standards in the advertising of commercial products, the announcements of financial institutions in Canada, as well as in England and the United States, are not seemingly "interest-compelling," "ninety-nine per cent. efficient" nor do they contain "the push that sells the goods," and some of the other things advertising men hear a lot about. Of course, we are considering now the advertising of reputable houses and especially those which sell bonds and stocks in the first instance; not the brokerage houses.

In the generation following the one which sees the last "get-rich-quick" oil, mine and even questionable industrial security advertisement financial advertising *may* be made efficient on the surface, for I am not prepared to say that all such advertising is not now efficient in fact. It is just because the fakir uses "reason why," and all the other kinds of "expert" copy that the responsible and trustworthy firm does not. The fakir saw the opportunity first and embraced it so promptly and so strenuously, that even houses with international reputations for honesty and probity among their own kind, do not care to approach their clients and prospects in the public print as they should for fear they would be marked down in the public mind with the fakir.

If this slant of the situation is true, it shows that the publications which have been "unclean" have a lot to be sorry for. In Canada especially, they might be carrying quarter and half pages today, instead of "cards" for the big financial houses, if all had been "good" during the last decade or two. The effect of allowing the financial fakir free run of publications for years means thousands greater loss today than caused by the sad mess over patent medicine advertising, for while publications are cleaning up in this latter respect they are largely serving only their own consciences, for what is there to take the place of the quack nostrum and ninety per cent. whisky dope advertising?

I don't mean to say the big financial houses are not spending as much on advertising as they would have done, but the newspapers and other publications are not getting as much of it as under other circumstances could be profitably sent their way. Instead, the big financial house has its mailing list, generally issues a house publication and spends thousands and thousands yearly on booklets and lists of securities which go direct to the investor. This means, of course, that many "prospects" are missed.

That can't be helped now. I am not prepared to say that the results under the present quite general plan of publicity, are not so good as they would be otherwise, but there will always be the "if" in our minds until the time when

Has a Field All Its Own

The Nelson Daily News has an exclusiveness in its territory—the rich and productive Kootenay and Boundary districts of British Columbia—that is not possessed by any other paper in Canada.

It has no rival in the daily field between Calgary and Lethbridge on the east and Vancouver on the west. The Nelson Daily News reaches the people of Kootenay and Boundary on the day of publication, and so has become recognized among them as their home daily paper.

Through no other medium or media, therefore, can an advertiser reach the people of Kootenay and the Boundary so effectively, or, it can be added, so cheaply.

Sworn statement of circulation on application. Advertising rates may be secured from any recognized advertising agency.

Address communications—

THE NEWS PUBLISHING CO. LIMITED

NELSON, B. C.

BE SURE THAT

The Stratford Beacon

DAILY AND WEEKLY

STRATFORD, ONT.

is on your list for that Fall and Winter campaign. Its lead in circulation and advertising patronage makes it indispensable in its district.

Guaranteed Daily Circulation 3,029

W. M. O'BEIRNE - Proprietor

our sons and grandsons can try our advertising plans along the lines now open to commercial products.

Quite beside this one question, but bearing on the general question, is the penalty imposed on the financial advertiser by the newspapers. Simply to get his announcement on the page which carries financial news he must pay a premium ranging from 10 to 50 per cent. This applies generally to city dailies, while the country daily and weekly which do not make any pretense of carrying financial news, frequently ask the greatest excess. I sometimes think this is a relic of the salving process country editors applied to their consciences for accepting advertising which they must have known to be fraudulent, the publication of which would likely result in mulcting their readers. In discussing this question a short time ago with a country publisher, he said, in defence of a 50 per cent. premium on financial advertising, "Oh, you fellows are making so much money that a few dollars more don't count." Surely a most business-like way of looking at the question.

I don't want to be misunderstood as saying that financial houses are not doing creditable advertising, I think some of it is highly so. but I also believe that if we felt that we could safely inject a little human interest, the results would be better. Let us look at the several stages of advertising a Bond or Stock issue, which is the first step and the basis of nearly all financial advertising, must necessarily go through.

First, comes the prospectus or announcement of the issue. We are all familiar with these and they all look pretty much alike. Mind, we are discussing only the legitimate offerings made by houses of standing. There is no opportunity—and probably never will be—to "spread one's self" on this advertisement. It must be straightforward and dignified—a recital of the essential features of the issue. Insertions usually are limited to two or three days and confined—if the advertiser is wise—to the larger cities. A person who has never bought a bond or a share of stock or considered such a purchase won't be convinced by the legitimate prospectus advertising. He must be "sold" personally on the proposition.

The next step is the follow-up advertising matter in which attention is directed to the more important features, and usually designed to show that the assets are so many times, as the case may be, the total of bonds or stock issued and that the estimated earnings will be so many times the bond interest or stock dividend requirements. That advertisement may point the way to some stranger in financial affairs and will bring in inquiries for more details. And that is all one can expect now from advertising in the newspapers. The salesman then steps in and explains the proposition, man to man, and the sale is made or lost in the good common variety of English.

A Real Newspaper

Also a Live newspaper in a Live City, surrounded by a Live, Up-to-date countryside, is

THE TIMES

The popular daily of

ST. THOMAS, ONT.

For proof of its popularity ask any regular reader or steady advertiser.

The average circulation of The Daily Times for 1912 was 5,321 copies. The average per issue of The Weekly Times was 1,876.

The Times Printing Co. of St. Thomas, Limited

L. H. DINGMAN, President

The Stratford Daily Herald

with the help of its Weekly Edition,

The Perth County Herald

Covers the City of Stratford and the splendid and prosperous Perth County district like a blanket. The most effective advertising campaign must include The Herald.

Daily average circulation 1912 was 2,662 copies. Average now is well over 2,800 copies. Weekly average for 1912 was 2,602 copies.

The Stratford Herald Printing Co., Limited

W. S. DINGMAN, President

INFORMATION

YOU are now planning your Fall Campaign Advertising, and there may be points regarding certain towns that you are in doubt about. Perhaps GALT is one of these towns.

We will be pleased to furnish any advertiser or prospective advertiser with any information required about the towns of GALT, PRESTON and HESPELER, or surrounding country.

DO NOT overlook the GALT REPORTER in planning your Fall Campaign. Consult your advertising agent, or write direct to us.

GALT REPORTER LIMITED

GALT, ONTARIO

"Canada's Best Town"

Now, if the financial house could write the advertisement in the same understandable human interest English that the salesman talks, no doubt more real worth-having bonds and stocks would be sold and fewer people "trimmed" through wildcat speculation disguised as investment. Once able to advertise in this manner without jeopardizing its good name, the financial house could discuss the various questions linked up with savings and investments between issues. But now this is impossible, from the point of view of the big financial house, because it is just what the fakir has been doing so successfully and he has so many victims scattered about the country that the instant you begin to tell them in an advertisement that bonds of established industrial corporations are nothing more nor less than a mortgage—which they are—and that an investment in them is more profitable than leaving their savings in a bank they recall the last loss or a neighbor's loss and begin to edge away from you.

So, fearing for these reasons to make use of the newspapers as they could, financial houses are conducting their "reason why" campaigns through the medium of letters, booklets, etc., with possibly less effectiveness. No doubt if the newspapers generally would do as much in an educational way they would hurry up the day which now seems generations away.

Whatever of seeming complaint may be found in the foregoing is on behalf of those persons with money to invest who should invest it in good, sound securities, but do not do so. Their idle money is in easy reach and the glib-talking stranger backed up by the "One-hundred-dollars-invested-now-will-keep-you-in-comfort-in-your-old-age" advertisement has little difficulty in obtaining it. After the victim has become reconciled to his loss all advertisements regarding investments look alike to him. The poor man missed the primal lesson of "investment versus speculation," and fell for a larcenous proposition which didn't even give him the zest which some find in a speculation. The financial houses are not complaining. Here in Canada prospects are becoming clients daily and each year hundreds of persons are added to those who are enjoying the satisfaction of six per cent. bond interest paid to them semi-annually on the same day every year, or quarterly dividends on investment stocks. But one has only to get outside the beaten path just a few feet to realize the opportunities for educational work.

The stock broker has only one commodity to sell—that somewhat elusive, often misrepresented and generally little appreciated "service." His service means dollars gained or lost. The broker buys of Jones for Brown and vice versa, and his real service consists in getting the lowest price for Brown when acting for him, and the best bargain for Jones when Jones pays the one-quarter of one per cent. commission. Members of a Stock Exchange are usually restricted

IT'S CONVINCING!

Gives you confidence in our ability as printers

Acton Publishing Co.,
Toronto

"As per our conversation, this will be your authority to go ahead with the booklet.

"I can assure you we place every confidence in your ability to again demonstrate to us that there is no other firm that can give us the same satisfaction in the printing line as your firm has done since we started doing business with you some years ago."

(Name on request. Original letter on our "Bouquet" file, where it can be seen).

It was a $700 Job—5,000 run.

We feel sure we could please you too.

Have you a booklet in view?

Acton Publishing Co., Limited

Printers

Toronto - - Montreal

by its rules from mentioning specific securities in their advertisements, but that does not—or should not—restrain them from calling attention to their service in a manner commensurate with the importance of the office they perform in the financial world. And I dare say a few advertisements which read as if the Broker was really anxious to do business for the reader instead of carrying the impression that the reader had to have a letter of introduction before he would be admitted to the outer office even would furnish enlightenment regarding the power of printers' ink.

This, then, gives us two of the three classes of financial advertisers; the Bond Houses which finance companies or take over entire issues and sell the securities in the first instance and the brokerage houses which later deal in these securities on the Stock Exchanges for their clients. The other financial advertisers, including the banks, trust, loan and kindred companies, may be considered in one group as their problems are practically similar.

Bank advertising is a more difficult proposition in spite of the fact that a checking account with interest on daily or monthly balances looks like an interesting and fairly easy kind of service to sell to the public, but the Savings Department advertising with interest of from 2 to 3½ per cent. does not look especially attractive alongside advertisements of properly secured and easy negotiable bonds, and stocks yielding from 6 to 7 and often more, per cent. per annum. But the most important service banks render to a community is the support given to business and industrial concerns, and, likewise, this is one of the banks' most profitable services. The number of such clients could hardly be increased by direct advertising with that aim in view, but a general service campaign followed up by direct and personal methods should prove as successful and profitable here as similar campaigns have elsewhere.

In the administration of trust funds and estates the trust companies have a field for advertising alive with possibilities. Such advertising as has been done along those lines here has not even scratched the surface. Less opportunity presents itself to the loan companies, but the generally higher rate of interest they obtain for clients who deposit funds with them and the service they can render to other clients desiring to borrow form a basis for profitable publicity.

All in all, it seems a reasonable proposition to advance that there is opportunity for an improvement in financial advertising, and that there is a big field mostly neglected now, for study of the problems incident thereto with results for the advertiser and student fully commensurate with the importance of the task.

* * *

A common cause of business failure is the tendency to save money by not advertising, or by not advertising properly.

Largest Circulati

A Searching Analysis of Adv
will Read with Keen Interes

Comparison of Rates

The rates for advertising in the Montreal Daily Star are lower than the rates of any other newspaper of the same relative size and standing in Canada or the United States.

It is an established custom to compute newspaper advertising rates upon the basis of so much per line PER THOUSAND CIRCULATION, and it is only upon this basis that an intelligent comparison of the rates of various newspapers can be made. For instance, take the case of a newspaper with a circulation of 30,000, having a minimum contract rate of five cents per line, each insertion; the rate PER LINE PER THOUSAND is, therefore, one-sixth of a cent, or, expressed in decimals, .00166 cents, whereas the Montreal Star, with a circulation of 90,000 and a minimum rate of seven cents, has a rate per line per thousand of approximately 1-13 of a cent, or expressed in decimals, .00077 cents. The advertiser will observe that although seven cents looks big compared with five, the Star's rate is really LESS THAN HALF that of the other paper, when reduced to a PER LINE PER THOUSAND BASIS.

On the following page is a list of twenty-two leading newspapers of Canada, and the United States, with their lowest and highest contract rates and their minimum line rate per thousand circulation. These papers have been chosen as being representative of their respective communities. Although many of them do not measure up to the Star in circulation or influence, they are well suited for purposes of comparison, being all evening newspapers of high standing and known value as advertising mediums.

The average minimum contract rate of these twenty-two newspapers is eleven cents for an average circulation of 74,700 compared with the Star's rate of only seven cents for a very much larger circulation. Reduced to the common PER LINE PER THOUSAND BASIS, this figures out at .00160 cents for the average of twenty-two papers compared with the Star's rate of .00077, or less than one-half. It is interesting to note that .00160 cents is the average minimum rate per line per thousand of 292 papers of the United States and Canada included in the 1913 edition of "Comparative Advertising Rates," compiled by Thomas Rees, of the Illinois State Register. This can be taken as further indication that the papers on the following page are thoroughly representativ

The Montreal Daily Star —

n—Lowest Rates

sing Rates which Advertisers
d Fyle for Future Reference.

STATEMENT SHOWING THE RATES
FOR ADVERTISING IN 22 LEADING NEWSPAPERS OF THE UNITED
STATES AND CANADA, COMPARED WITH THE
MONTREAL DAILY STAR.

CITY	PAPER	CIRCULATION	Contract Rate Per Agate Line		Minimum Contract Rate Per Line per 1000 Cir.
			Minimum	Maximum	
			Cents	Cents	Cents
Atlanta	Journal	57,000	.08	.09	.00140
Brooklyn	Standard Union	65,000	.15	.15	.00230
Baltimore	News	85,000	.08	.13	.00094
Buffalo	News	100,000	.14	.20	.00140
Columbus	Dispatch	47,000	.07	.10	.00148
Detroit	Journal	80,000	.09	.12	.00112
Grand Rapids	Press	60,000	.07	.09	.00116
Indianapolis	News	100,000	.10	.14	.00100
Minneapolis	Journal	80,000	.09½	.13	.00118
Milwaukee	Journal	65,000	.07	.07	.00107
New York	Mail	115,000	.28	.34	.00243
New York	Sun	100,000	.30	.30	.00300
Pittsburg	Press	90,000	.08	.14	.00088
San Francisco	Bulletin	100,000	.14	.20	.00140
St. Louis	Times	85,000	.12	.18	.00141
Seattle	Times	70,000	.09½	.12	.00135
Toledo	News and Bee	60,000	.08	.09	.00133
Washington	Star	60,000	.10	.10	.00166
Toronto	Globe	60,000	.07	.12	.00116
Toronto	Telegram	70,000	.06½	.12	.00092
Vancouver	World	30,000	.04	.06	.00133
Winnipeg	Free Press	65,000	.08	.08	.00123
Average for 22 papers		74,727	.11	.14	.00160
MONTREAL STAR		90,000	.07	.12	.00077

The Montreal Daily Star offers advertisers the greatest quantity of strictly high grade circulation, at the lowest cost per thousand, of any newspaper in Canada or the United States.

New analysis of circulation just off the press. Seventy-six pages. Answers every question. Interesting, informative, reliable. Tells the truth about the newspaper situation in Montreal. Write for copy.

anada's Greatest Newspaper

THIS year the farmers of Saskatchewan will receive $140,000,000 for their field crops alone. The total yield o f grain in Saskatchewan will be between 270,000,000 and 280,000,000, or from thirty to forty million bushels greater than in 1912, when field crops brought the farmers about $128,000,000. This year values of improved land will again increase 25 per cent., and of unimproved land 20 per cent., as has occurred for the past three years. Increased value of live stock, and production of live stock, dairy products, root crops, and the hay crop, will add about $40,000,000 to the total, making the wealth actually produced well over HALF A BILLION DOLLARS. Of this amount about TWO HUNDRED MILLION DOLLARS will be realized in cold cash by the 125,000 farmers of Saskatchewan. The crop is greater, both in yield and in acreage, than any ever harvested in Western Canada before, and the returns to the farmer will be correspondingly larger. Because of greater ease in financing the crop, the cash price of it will be in the farmers' hands earlier than ever before, too.

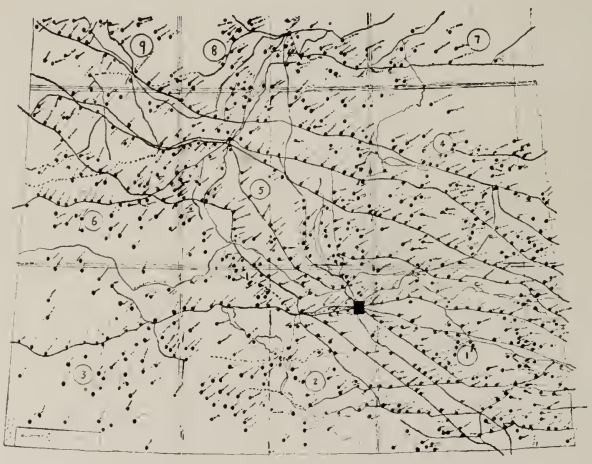
TO REACH THE SASKATCHEWAN FARMER YOU SHOULD USE

The Saskatchewan Standard

WESTERN FARMER'S FIRESIDE FRIEND AND COUNSELLOR

ESTABLISHED 1903

This paper circulates over the entire Province and is read by more than ten to one hundred farmers at each Post Office shown on this map.



For rates and further information, write

THE STANDARD PUBLISHERS, LIMITED

Regina, Sask.

RECENT ADS.—GOOD AND OTHERWISE

By the Captious Critic

AS a specimen of real lurid and picturesque language, the ad reproduced of the recent Winnipeg Stampede has the circus ads of our boyhood days skinned a mile. Here are a couple of samples:—"In the presence of such a gorgeous prodigality of sensation and tireless thrill—language fails—words blow up." And

BING!
STAMPEDE
WINNIPEG
The Lid is Off—
STAMPEDE!
The Big Show Begins Next Saturday. One Whole Wild Western Week
Language Fails
Words Blow Up
9 WHOOP-E-E-E! AUGUST 16
HERE YOU ARE—HERE IT IS
$20,000
Twenty Carloads of Cayuses that can buck the corners off the stars. Everybody here from Everywhere
Here it is! Too Big to Talk About! They're All Here!
STAMPEDE
Gur Weadick Says:—"Off to a Wild Bunch! Hook 'em Cow!"

again, "The previously punctureless and proud poise of the prince of press agents falls back from a spectacle of the supreme stampede, and gibbering—takes the count." Ye gods! I wonder what sort of an antidote the author of this extraordinary effusion had to take. But here's another short paragraph: "20 carloads of cayuses that can buck the corners off the stars," that is a fine specimen of modern publicity. The ad is certainly a gem of the first water.

One phrase in the ad., however, must be commended as an excellent slogan, "Winnipeg—the town that knows how to say Welcome"—this is mighty good.

* * *

The ad of T. C. Scruggs, grocery and confectionery, which I culled from *Printers' Ink*, might well have appeared in 1813, instead of the present year of grace. At times,

T. C. SCRUGGS

Grocery and Confectionery

I will on July 12, at the site of my planing mill that was burned, Third and Broadway, open a full line of Groceries and Confectionery. Dealer in:

Coal and Ice Cream
Cement and Perfumery
Tinware, Candies
Axle Grease, Soda Pop
Fine Tooth Combs, Tobacco
Cigars, Salt
Needles, Horse Radish
Sand, Sugar, Natural Gas
Glue, Gents Neckwear
Maple Syrup, Tar Roofing

Diseases of horses and children a specialty.

I answer your phone, deliver the goods and split the profit for cash.

we see reproduced, very similar ads to this, illustrating how the merchants sought publicity away back in the eighteenth century, but it is hard to believe that it was clipped from a newspaper in a university town that maintains a

If Your Merchandise Appeals Especially to Women

Your message in the Gazette will reach them first thing in the morning, before the day's shopping and before the day's plans are made.

Over eighty-five per cent. of The Gazette's Montreal circulation is delivered directly into the home.

The Gazette - Montreal

Le Devoir

The Favorite Home Daily Newspaper of

Montreal

It is QUALITY circulation and not mere BULK circulation that an advertising man desires.

Cheap QUANTITY means large waste, unsatisfactory returns and poor buyers.

J. N. CHEVRIER
General Manager

Prosperity Shines

on dwellers in London and Western Ontario.

Talk to them through the columns of their favorite paper the

London Free Press

Three editions daily, morning, afternoon and evening.

Guaranteed circulation well over 33,000.

Any agency will give details or write us direct.

THE LONDON FREE PRESS PRINTING CO. LIMITED

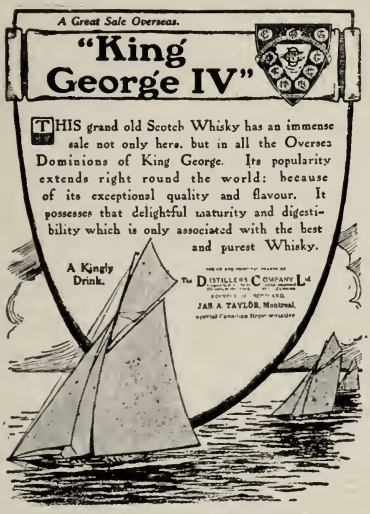
LONDON - ONTARIO

Edgar J. Guy, Special Representative, 65 Canada Life Bldg., Toronto

school of advertising. The ad reproduces well, and I am sure any of our readers will like to keep it as a genuine advertising treasure. But we must not be too serious. Maybe Mr. Scruggs did this on purpose.

* * *

The "King George IV" ad is striking, but although the bottle label is reproduced, it is somewhat small, and indistinct. The drawing


A Great Sale Overseas.
"King George IV"
THIS grand old Scotch Whisky has an immense sale not only here, but in all the Overseas Dominions of King George. Its popularity extends right round the world: because of its exceptional quality and flavour. It possesses that delightful maturity and digestibility which is only associated with the best and purest Whisky.
A Kingly Drink.
The DISTILLERS COMPANY, Ltd
JAS A. TAYLOR, Montreal.

although an excellent design, could hardly be expected to help to sell whiskey. What has a yachting scene to do with a beverage. The reading matter, too, is rather commonplace, but the slogan, "A King's Drink," is a good one. Excellent use has been made of the Ben Day screen effect on the sails of the yacht, a sufficiently large screen having been chosen to prevent filling up.

It will be noticed that the crayon has been used to good effect in the drawing, and the remarkably soft effect produced could be used to good advantage in many other illustrations. It is not nearly made enough of in current advertising.

* * *

In announcing the opening of their new magnificent department store in Calgary, the Hudson Bay Company took full page space in the local newspapers, and their advertisement forms a piece of very exceptional publicity. It must have gladdened the heart of the artist who was given practically the whole of the space, and he has been successful in producing a design at once artistic and attractive.

In the copy, capital has been

made from the fact that the company was incorporated in 1670, and in the panels there are four scenes illustrating early life of the

For Your Fall Campaign

You cannot do the most effective advertising unless you use the combined circulation of

THE DAILY WORLD

Net average circulation **51,623**

THE SUNDAY WORLD

Net average circulation **81,157**
Combined circulation . **132,780**

With this combination you get a morning paper with a larger purely Toronto circulation than any other Toronto morning paper; a Sunday paper with a larger purely Toronto circulation among the better class of Toronto homes than any other Toronto paper — morning, evening, or weekly; a healthy circulation at the most likely points in the wealthy Province of Ontario within a radius of sixty or seventy miles of Toronto.

This Is Surely A Combination Worth While

adventurers of England. Centralized is a picture of the new store which is emphasized splendidly by being shown behind the drawn curtains.

This company is noted for its exceptional advertising, and this announcement is about as forceful as it could be made.

* * *

A unique way of advertising cow stalls and stanchions, and one which I think certainly effective, is contained in the Potato Ma-

That's better!
It pays, for sure, to keep Cows in a clean Stable. Give them clean stalls and lots of pure air, which they need just as much as pure water and good food, and they will give more milk, more cream, more butter.
Canadian Potato Machinery Co., Limited, GALT, ONT.
O.K. CANADIAN STALLS AND STANCHIONS
Our little book "The Proper Housing of Cows" will be sent free to Dairy Farmers. Write for it today.

chinery Company's ad, reproduced.

The argument that better accommodation to cows insures more milk, more cream, and more butter is a good one, and this is linked up well, with the drawing of the farmer and his wife admiring the extra butter weight they have obtained by modernizing their cow barns.

No actual reference is made to the various kinds of equipment manufactured, but this little ad would certainly make anyone interested write for the little free booklet mentioned.

This kind of advertising is more than good—it is top notch, and really convincing.

* * *

A little bit of humor now and then isn't a bad thing, and for some years now we have been accustomed to associate the "Double Satisfaction" kids with the Montserrat products. The dog with his tongue hanging out because he has not the price of a Montserrat drink, adds to the humor of the ad.

The caption is a good one, and in this case the use of slang can

"Gee! It's great on a hot day."
Coolness, peace and comfort come with a glass of "Montserrat" Limeade. The most refreshing of hot weather drinks. Made in a moment — enjoyed for hours. Get a bottle of "Montserrat" at your Druggist's or Grocer's. Everybody enjoys
Double Satisfaction.
MONTSERRAT
Lime Fruit Juice.
NATIONAL DRUG AND CHEMICAL CO. OF CANADA LIMITED, MONTREAL.

easily be defended. The reading matter is short and snappy, and lets the reader know that it is easy to purchase Montserrat.

* * *

The National Cash Register ads are so uniformly excellent that it is always a pleasure to reproduce and commend them. The present one has a caption that will surely

PHONES. A.1461-1462.

PHOTO ENGRAVERS, ILLUSTRATORS, DESIGNERS & ETCHERS

The Hood-Sandham Co. LIMITED

10 JOHNSON ST. TORONTO, ONT.

QUALITY *and* SERVICE

¶ Rushwork and high quality are not on speaking terms--but, workmen who specialize on one uniform grade of work are in the best position to give you high quality in the quickest time.

¶ Our customers soon get out of the habit of asking prices—They tell us the results they want and they have confidence in our charges being based on cost plus the profit to which we are entitled as producers.

We do not abuse that confidence.

Samples and prices cheerfully furnished on request.

How Much of Your Net Profit Do You Get?

YOUR success is determined not by the volume of your sales, but by the net profit you actually receive. Losses caused by carelessness, mistakes, forgotten charges and temptation must be paid for out of net profits—you have just that much less for your family, your future and yourself.

A modern National Cash Register stops losses and increases trade and profits. It shows how much money should be in your cash drawer and how many sales were made by each clerk. It records all charges, bills paid and money received on account.

It assures your getting that part of every dollar which rightfully belongs to you as a fair return on your labor and investment.

WRITE FOR FURTHER INFORMATION

The National Cash Register Company
285 Yonge St., TORONTO Canadian Factory: TORONTO

catch the eye of the business man at once, "How much of your net profit do you get?" and then when his attention is arrested, in a few words the ad goes on to tell him a few of the many ways in which leakages in his business can be stopped. As a natural sequence from this, the ad goes on to tell how the National Cash Register will, by avoiding these losses, increase trade and profits.

The advertisement links up well with the line of copy, but if any criticism is forthcoming at all, I would say that the ad would have, perhaps, been improved had some sort of a border been placed around the type matter to hold illustration and copy together better.

A NEW CANADIAN MAGAZINE

IN Canada we are now to have a low-price, high-quality monthly magazine for women. *Everywoman's World* will be its title. The Continental Publishing Co., Ltd., of Toronto, is to publish the magazine, which will be in size similar to the *Ladies' Home Journal* and a minimum of 48 pages and cover for its demonstrating issue, out in October. The subscription price will be 50 cents a year direct, there being no newstand sales. A campaign, anticipated to return well over 50,000 paid-in-advance subscribers by early in the New Year is now ready to be launched.

The Advertising Department of *Everywoman's World* will be directed by Chas. C. Nixon, B.S.A., who for several years has been connected very successfully with the publishing business in Canada, of late specializing in advertising, but previously was managing Editor of *Farm and Dairy* and before that had experience as a subscription soliciting agent for the *Farmers' Advocate* in the West. Recently he has been with the Gagnier organizations, on trade publications, which he left on acquiring a substantial financial interest in the Continental Publishing Co., Limited, of which he is vice-president.

There is a bright prospective field in Canada for *Everywoman's World*. Backed as it is with a strong organization it should meet with little difficulty in making good through rendering a service much needed in this country.

THE TRADE OUTLOOK

By F. P. Megan, Business Manager Industrial Canada

A NEW YORK contracting firm recently tendered successfully for some dredging work in Canada. Immediately on closing the contract they got into touch with the owner of a dredge which was operating in India, and completed a charter for it. The cable and rapid transportation here compressed our world into a narrow sphere. So intimate a business relationship binds together all parts of the globe that the cold compress of financial stringency applied to the head at London results in a chilling of the extremities in Australia or Japan. We no longer wonder at a suspension of railway construction in America during the progress of a Balkan war, and the death of a Mexican insurrecto should convulse the girdle trade of the world.

Canada has passed through a trying summer. With admirable nerve business men and others have expressed satisfaction at the curtailment of real estate speculation; they have seen the silver lining in the cloud of money scarcity. The curtailment of business so far has been looked upon as a salutary weeding out of unproductive and unprofitable ventures. True in the process the knife has sunk somewhat deep into many a young and healthy stalk, but the disease of speculation required radical treatment. Yet never during the past few months has there been any disposition to question the general healthiness of our position.

BASIC CONDITIONS SATISFACTORY

In Canada the fundamental conditions are sound. The income from the big staple industries will be great. The value of our agricultural products will exceed that of any previous year. In all the provinces the average for grain crops is high and the fruit growers are adding steadily to the wealth of the country by the increasing productivity of their orchards. It is estimated that an acre in fruit is four times as productive as an acre in grain. Therefore every acre which is added to the fruit growing area is so much wealth added to the country. Our fisheries have not been affected by the financial troubles of the year and are developing at a most encouraging rate. The only natural industry which is suffering is that of lumbering, which, particularly on the Western coast, has undergone an eclipse during the suspension of building operations in the middle West. However, we are now assured of a big distribution of capital during the next few months, covering farmers, transportation companies, merchants, and manufacturers.

VALUE OF IMMIGRANTS

It is an interesting speculation to consider what our immigration means to us annually in a commer-

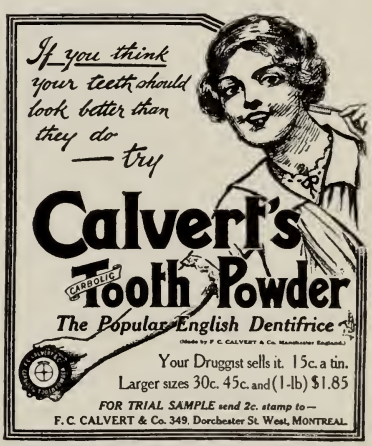
cial way. Place the new arrivals this year at 350,000. How many shoes will they purchase? What quantities of clothing? How many new homes will have to be furnished, and provisioned? How many farms equipped? The demands of this new population for necessaries alone will take up much of the slack resulting from unsettled financial conditions. A third of a million people cannot live on the prairies without houses. They cannot till and cultivate the soil and harvest the crops without farm implements. And it must be remembered that this year's invasion has been superadded to the same number coming in last year, whose purchasing power has been largely increased in the meantime. Each year the wealth of the immigrants of former years grows and with their wealth grows their demand for goods. Canada's new citizens are a big element in the prosperity of the country.

OPTIMISM AN ASSET

The salvation of the situation in Canada during the past summer has been the confidence shown by manufacturers in an early resumption of normal activity. Had the falling off in orders been followed by a reduction in staffs, the situation would have reached an acuteness such as was experienced in 1907. When factories close and high priced skilled workmen are thrown out of employment, at once a crisis arrives through the reduction in the purchasing power of the people. General optimism—as it appears now, well-founded optimism—saved us from this. Manufacturers who had been unable to catch up to orders welcomed a slackening off as giving them an opportunity to get square with the game. They commenced manufacturing for stock. That is always a precarious experiment as the heavy stocks will only add to the trouble if orders do not pick up. In this case all signs point to the desirable activity this autumn.

A PRODUCING PEOPLE

One cannot but be struck with the general distribution of wealth in Canada. By this is not meant


If you think your teeth should look better than they do — try
Calvert's
CARBOLIC
Tooth Powder
The Popular English Dentifrice
Your Druggist sells it. 15c. a tin.
Larger sizes 30c. 45c. and (1-lb) $1.85
FOR TRIAL SAMPLE send 2c. stamp to—
F. C. CALVERT & Co. 349, Dorchester St. West, MONTREAL

Attractive—Striking "pretty girl" treatment

the general possession of any large capital. That can only come with a new economic system. But nearly all classes of workers are earning enough to live on in fair comfort and to save a little, especially if they live outside the

Have you seen the New Size CANADA MONTHLY?

We are just about to send to press the third issue of it and its flat size gives a smashing display to **every piece of copy.**

CANADA MONTHLY offers you a real investment from which you are bound to get a definite return.

November forms close October 8th.

CANADA MONTHLY
Mail Building - - Toronto

Owing to Change of Management

The advertising manager of one of the largest newspapers in Canada will be open to engagement. This man is favorably known among general advertisers, he is a producer and stands well with the advertising Agencies of Canada and the United States. If you are interested write him. Recommendations of the highest order can be supplied from people you know or an interview can be arranged. Address

Care of ECONOMIC ADVERTISING
Box 110 : : : TORONTO

large cities. In the smaller industrial centres, the workingmen's districts present an appearance of comfort which is altogether satisfactory. We do not suffer from the severe poverty of the older countries of Europe, and in consequence a temporary lull in work does not cut off altogether the possibility of purchasing.

It is doubtful if any county in the world shows a more general activity than does Canada. We have the tremendous advantage over most of the European nations that we have not a large percentage of our best citizens withdrawn from productive enterprises for military service. Nor have we any appreciable number of idle rich. Canada is a nation of workers, of revenue producers, and hence of buyers.

SATISFACTORY OUTLOOK

The proverbial lack of honor which is the fate of the prophet in this age and country should deter one from making predictions, yet there are good reasons for expressing confidence in the business outlook. The war clouds which have been shrouding Europe in financial gloom for the last few months seem to have been finally dissipated. For the present the Mexican tension has been relieved. The only big disturbing feature is the revision of the United States tariff and we in Canada will, of course, be affected sentimentally by this experiment.

At home we have a number of favoring conditions. Money is distinctly easier for industrial and commercial purposes. The dis-

Best Results From "TIMES" Ads.

NEWSPAPER advertising is the best and surest way for Manufacturer and Merchant to reach the great buying public. A paper like the "Times" that goes into the Homes is the paper for YOU to use, therefore, when making your Fall advertising campaign, see that the Hamilton "Times" is included in your list of **live newspapers. The Daily and Semi-Weekly** cover a large territory.

TIMES PRINTING COMPANY, LIMITED
Hamilton, Ontario

couragement which has been handed out to the wild-cat land speculators has been effective in turning attention to more legitimate and productive activities. The money which a year ago was being used for gambling in real estate options is being used this year for liquidating indebtedness to merchants. It is thus improving credit all along the line. At the same time we have added materially to our population, a third of the newcomers being successful farmers from the United States with considerable capital. Big public and private works are projected on as extensive a scale as ever. Heavy expenditures on the Toronto Harbour are assured for years to come. The railways are all pushing ahead their construction. Besides the many large buildings such as, in Toronto alone, the Post Office, the Customs House, the Registry Office, and the Union Station, there will be the job of catching up in the construction of houses, of which there has been a dearth for some years, a condition which has been accentuated by this year's lack of building. Meanwhile, employment has kept up and the income of all classes, including the farmers, will be good. A return to normal industrial activity should be an early consummation.

TRUTH IN CIRCULATION

An Address Given Before Retail Section, Associated Advertising Clubs of America, by T. J. Tobin, Advertising Manager, The Canadian Countryman

THIS great convention has been promoted, and is being carried out, in the cause of Truth. Every man here assembled has dedicated himself and his work to that cause. Serious and earnest men have come from the north, south, east and west, to announce to the world, seriously and earnestly, that this central organization of the advertising men of America stands solidly for Truth, honesty and integrity in every phase of publicity—that rapidly we are approaching the time when nothing in advertising shall be tolerated which does not conform to the high and worthy standard that has been set up.

It is most important that we have Truth in circulation, so that every dollar appropriated for advertising may get fair play—so that every dollar in every appropriation may be a working dollar, with every chance to make good and carry the gospel of advertising efficiency to the multitudes of other dollars that should be, but are not, similarly invested.

This subject with which I have been asked to deal, is one that merits serious consideration. It isn't necessary to dwell upon how vital it is to you gentlemen that you have the truth about circulation of the media that you use. The fact is likewise patent that, generally speaking, there is great need for more truth about circulation than

is now available. Splendid progress has been made in this respect during recent years, and I believe the time is ripe for the Associated Advertising Clubs to assist definitely in giving impetus to that progress. In this connection I have a suggestion to make later on.

I asked a manufacturer in Toronto a few days ago what he knew about truth in circulation. He replied that, referring to the majority of publications which solicited his business, he didn't know very much.

I asked an advertising agent in Toronto what he knew about truth in circulation, and he replied that he was reminded of the advertising solicitor who called on a certain concern and said to the manager: "Mr. ——, what do you suppose our circulation has gone up to now?"

"About half," said the manager.

"What do you mean," asked the solicitor. "Half of what?"

"Why half of what you had made up your mind to tell me," said the manager.

When you approach the purchase of advertising space in any publication you are entitled to know exactly what you are to get for your money—and in terms that will co-ordinate with the terms of your sales requirements.

If this great business with which we are all identified is to grow—if the great modern force for which we claim so much is to progress, there must be truth in circulation—the whole truth, and nothing but the truth.

No publisher would dare argue that advertisers haven't a right to full circulation information. And it must be that the day is not far distant when no publisher will be able to do business who refuses to give that information. It must be so, else how is advertising to come into its own—how is it to measure up to the possibilities that we all claim for it?

It must be that this association will develop machinery to force

Imagine This!
—full flavored luscious fruits
—embedded in velvety cream
—lavishly coated in the richest, smoothest chocolate you have ever tasted
—then go to the nearest Neilson dealer and get a package of
Specially Prepared Fruits
Chocolate Dipped
—and revel in the most delicious confection you can think of.
Truly here is a chocolate of chocolates the very imagination of which should make one thrill with anticipation.
Buy a box to-day
This package contains Cherries, Strawberries, Pineapple and Peach.
Neilson's Chocolates
"THE CHOCOLATES THAT ARE DIFFERENT"
William Neilson Limited, Toronto

Novel setting and snappy wording, but why all the dashes?

publishers into putting their cards on the table where all may see, examine and appraise.

We are glad to note this growing tendency on the part of publishers to give advertisers any facts regarding circulation that they require. And we all deplore the

existence of publishers who deliberately misrepresent because they are not prepared to give real value for the money that they ask.

The advertising manager of one of the largest manufacturing firms in Canada told me recently about an experience he had which entirely destroyed his faith in circulation statements that are not properly substantiated. He was called on by a representative of a magazine who quoted a circulation of 30,000, and within a month a second representative of the same magazine solicited his business and quoted 40,000 circulation. A gain of 33 1-3% in a month was carrying the game a little too far.

The advertising manager of a Canadian bank, with branches all through the Dominion, told me an interesting experience which he had with the representative of another magazine. He had liked the look of the publication in question for some time, and when a solicitor called he decided to place an order for space. However, there was one detail that he wanted to be sure of before signing up. He was a new man and had made up his mind, on the advice of a friend of considerable experience, not to add anything to the bank's list of media without securing sworn statements of circulation. The solicitor in this case did not have a sworn statement, but said that, when necessary, his firm wouldn't hesitate to issue one. He was told that he would get a contract as soon as such a statement was produced. I don't know if he tried to get an affidavit from his employers, but the fact remains that he had not, up till a few days ago, returned for the bank's contract.

There are quite a number of publishers whose code of morals needs fixing pretty badly. But we must not put the whole blame on the publishers. It should be partly placed at the door of the advertiser himself—the advertiser who has not insisted upon proper statements of circulation, and who, by so doing, has encouraged publishers to exaggerate and misrepresent.

I know of publishers who refuse to give circulation statements, and who argue that advertisers have forced them to adopt that position. They claim that if they have 20,000 circulation, and quote that figure, a competing paper with less than half as much, can very frequently quote 25,000 and carry off the business. They offer to give the advertiser definite proof if he will go himself, or send a representative to their offices to examine the circulation records, and providing he will require the same proof from competing publications. They say that so long as any considerable number of advertisers make it possible for the circulation liar to flourish they will stick to the attitude mentioned above. To me the argument of these publishers does not carry conviction. I always take their attitude as being designed to cover up deficiencies in their own circulation, because they figure that very few advertisers are likely to make the kind of investigation

which they describe. However, the fact that a condition exists which enables them to advance such an argument constitutes a serious reflection upon advertisers, and emphasizes the need for organization to deal with the matter of reliable circulation statements.

A publisher who found that his grocer made a practice of defrauding him would be very likely to have a warrant issued. But how about the grocer who buys space in a publisher's newspaper and doesn't get the measure of service that it has been represented he will get? Are we to apply one set of laws and morals to the grocer, and an altogether different set to the publisher?

When a publisher takes your advertising on the strength of certain representations, he assumes a legal responsibility to deliver exactly what he promises. The law provides for his punishment providing he doesn't make good. The advertiser who would insist upon the dishonest publisher's representations being made a part of the contract, and then declined to pay his bill until satisfactory circulation proof had been submitted, would do a service to fellow advertisers and to the cause of advertising.

If the truth were known about circulation, there are some publications that would carry a great deal less business, and there are others that would carry a great deal more. A lot of advertising is going where it cannot be made profitable, and many dollars that should be workers go into the drone class.

It is refreshing to turn to the publications that not only give the advertiser all circulation information that he desires, but will not accept his advertising if they don't feel that they can give profitable service. The advertising manager of a Western Canadian

A Good Belt Saves Power
Lessens Cost of Threshing
When the Threshing outfit is running at top speed, and time and daylight are valuable, a stop costs money.
The Belt breaking, slipping, or stretching, means an idle gang on full pay while repairs or adjustments are made—a big item.
The Goodyear Thresher Belt will not slip. Its heavy rubber surface grips the pulleys with the close, clinging contact that carries all the power. No waste—no leakage of power with this belting. Goodyear Thresher Belting Grips.
It is worth while to think of this when buying your Belts. Goodyear Belting is pliable under any weather condition—does not stiffen with frost, or harden and crack with heat.
GOODYEAR BELTS CANNOT STRETCH. Hard
GOODYEAR THRESHER BELTS ARE DURABLE. The hundred Belt
GOODYEAR
Thresher
Belting
Every B
Stit
Threshermen by their repeat orders prove that Goodyear Thresher Belts live up to our claims. Not one was returned last year
The GOODYEAR TIRE & RUBBER CO. of Canada
LIMITED
Head Office, TORONTO Factory, Bowmanville

Bold illustration where treatment does not divide the reading matter

daily told me the other day about being offered a contract by an American manufacturer of stump pullers. It was returned with the explanation that the paper's readers were located in a prairie country where there were no stumps. That's an extreme case, of course, but it illustrates a principle that every reputable publication should adopt.

(*Continued next issue*)

Canada's New Morning Newspaper

The Montreal Daily Mail

A One Cent Morning Newspaper

Montreal, the metropolis of Canada, with a population of nearly 700,000, and the centre of two populous provinces, has, at the present time, only one morning newspaper printed in the English language. The publishers of the Montreal Daily Mail have taken advantage of this attractive opening and will commence on October 1st the publication of a high-class morning newspaper. The company is capitalized at $500,000.

The plant of the Montreal Daily Mail represents the last word in newspaper equipment. Its staff will be composed of reporters, editors and special writers enjoying the highest reputation in Canadian journalism.

Independent in politics; advocate of all progressive movements tending to serve the public welfare.

THE MONTREAL DAILY MAIL

Canada's New Morning Newspaper

PUBLISHED BY

The Montreal Daily Mail Publishing Company, Limited

M. E. NICHOLS, President & Managing Director

B. A. MACNAB, Vice-President & Editor

Organization Offices

901-903 New Birks Building MONTREAL

Advertising Rates on Application

THE RIGHTFUL PLACE OF THE SMALLER CITY NEWSPAPERS IN ANY ADVERTISING CAMPAIGN

By W. R. Givens General Manager Kingston Standard

IT is not an easy matter to discuss frankly and intelligently the rightful place of the smaller city newspapers in any advertising campaign; and for the good and sufficient reason that there are small cities—and small cities; that there are small city newspapers—and small city newspapers; and that there are advertising campaigns — and advertising campaigns. There are, for example, some small cities that are more fortunate than other small cities in possessing what the advertiser would call a good purchasing power—cities that are made up of progressive and wide awake people who are alive to bargains and who have the wherewithal to take advantage of these bargains when they are presented. On the other hand it may happen, paradoxical as it may seem, that while the people of these cities are alert, the newspapers are not, and as a consequence have not in the fullest and best sense of the world lived up to their opportunities or to their readers. It will usually be found, however, that in a progressive city the newspaper itself is progressive and it manifestly follows, therefore, that if the advertiser is a wise advertiser and contemplates a live advertising campaign he will certainly not pass by the live newspaper in the live small city, but will give it consideration. When it comes, however, to choosing between the lethargic and listless newspaper in the wide-awake town or the wide-awake newspaper in the dull town, the problem that presents itself to the advertiser is a large one; but if he is wise he will probably take his chance with the live newspaper, trusting to it eventually to waken up the dead town, rather than with the dead newspaper in the live town, since the dead newspaper which cannot earry animation into its news and editorial columns, will scareely carry it into its advertising columns.

It is clear, therefore, that in any advertising campaign there must be discrimination — discrimination not only as regards the cities themselves, but diserimination, also, as regards the newspapers. But in the judgment of men who ought to know the really, wise advertiser will under no circumstances undertake to force a national campaign through the medium of large city newspapers alone. By concentrating on the large newspapers only and confining himself to these, the advertiser may, it is true, be able to force business in the centres, but he cannot force it in the outlying districts as it should be forced—to the point, that is, of compelling the dealers in these outside dis-

tricts to stock up his goods. The fact is that advertising when it comes to large and small city newspapers is an interlocking proposition, and the advertiser who ignores the smaller city newspapers is practically throwing away his opportunity to ensure a national distribution for his goods. Indeed, it may well be asked if the advertiser who undertakes to start his campaign in the large newspapers alone is not taking a big chance of committing commercial suicide. It is a pity that there are not statistics bearing upon the matter, but, unfortunately, there are not, and it may be said, therefore, to be more or less guess work as to exactly what results follow the advertiser who has undertaken a big city campaign only. Yet the writer has heard it said there is a far greater percentage of failures on the part of men who begin in the large cities in their advertising campaign and ignore the small cities than of those who begin in the small cities and gradually work their way up to the larger centres. The trouble is that the larger centres eat into the advertiser's resources unduly at the start and it may be that his financial powder will become exhausted before results have begun to show themselves, thus compelling him to abandon his campaign before, as a matter of fact, it had been fairly begun, and at the very time when most it needed following up. The percentage of failures, in short, is very much greater among the advertisers who undertake to confine themselves to the large cities than among those who confine themselves to the smaller cities or who happily combine both the large and the small cities.

And really, when one analyzes the situation, this seems only logical and reasonable. In the small cities the great advantage to the advertiser is that there is no loss of circulation as to that particular district or as to distribution. The small newspaper is essentially the home newspaper, and the percentage of circulation, therefore, is practically one hundred, whereas in the large cities there is a decided loss of circulation, since the paper is not so essentially a home newspaper; since it scatters itself into remote districts, and since it is read in the outer districts merely casually—that is for its general news and not for its home news. For that reason the advertisements on these home news pages are practically wasted advertisements, as far as outside readers are concerned. It is not improbable, therefore, that the percentage of lost circulation because of these conditions, is fully from thirty to fifty per cent. Not that it is intended to say that this circulation will always be wasted, because that would not be the case, since ultimately when the advertised article comes into more and more general use and is more thoroughly established, the loss will be less appreciable, and the advertisement, because relating to some well known article, will be more likely to catch the eye. Nevertheless, there is no doubt that at the outset adver-

tisements in large newspapers only, where the small newspapers are ignored, are not likely to compel the dealers in the small towns to stock the advertised article or to force a sufficient distribution of the advertised goods to overcome the loss of outside circulation. Only too often advertisers seem to forget that the outside newspaper that comes into the small cities is bought for its general news, and its general news only, and that the home newspaper is the one that gets the home readers and whose every column is closely scanned.

There is another phase of the matter also, namely, that with a modest appropriation it is usually foolish for any advertiser to start his campaign in a big city. As has already been pointed out, his funds are very quickly swallowed up in the larger cities and he may become disheartened before he begins to see results. On the other hand, in the small newspapers his outlay is not great and he can afford to take his time and continue his campaign until results begin to appear—as inevitably they must. Then, when they do appear he can extend the campaign as his purse will warrant and as his growing business will justify, and in the end when he comes to the large city he may be agreeably surprised to find some of his goods ahead of him.

There is, further, this other advantage in starting in a small city, that a new line of copy may be tried out in the smaller dailies without any great expense and its efficacy can be determined by the results which come from these smaller newspapers. If the copy "goes" it can be used in larger cities, whereas if it does not bring results to justify itself it never need be tried further. In other words an advertising campaign in the smaller cities may, in a measure, be regarded as a tuning up process —a developing process as it were— somewhat similar to that which we

BACK of EVERY LOAF
You put in the oven, must be good flour or your bread will be a failure.
REGAL FLOUR
is your best guarantee of success in bread making, and if you see to it that every barrel of flour you buy bears the REGAL brand, you can be sure you have the one flour that excels in every good quality.
Buy a barrel today, try it, and if it isn't satisfactory we'll give you your money back.
The St. Lawrence Flour Mills Co., Ltd.
Montreal
REGAL
THE GUARANTEED

Attractive and well balanced

see among high class theatrical productions which often are first tried out in the smaller cities that they may be perfected and fully developed before they reach the larger cities.

It would seem, then, that the weight of argument is not only in favor of the advertiser not eliminating the small newspapers, but

is actually rather in favor of his beginning with the smaller newspapers and of eliminating at the outset the larger newspapers and then gradually working up to them—that is, beginning as any sane business man usually begins, in a small way and developing sanely and safely. To begin with the big newspapers and ignore the smaller newspaper in an advertising campaign is, one might almost say, to reverse the natural and orderly course of business.

Coming down to a concrete case, let us take the case of the city of Kingston. If the writer is not misinformed—and he thinks he is not—it may be safely said that there will hardly be one thousand newspapers all told that come into Kingston from outside places, principally Toronto and Montreal. One Montreal newspaper leads with something over four hundred, while the other six hundred are divided among the remaining Toronto and Montreal publications. In other words, their influence is widely scattered and therefore is a non-effective and practically a non-existing influence so far as the purchasing public of Kingston is concerned. Of course Kingston is fortunate in that it is situated midway between Toronto and Montreal and that its newspapers, therefore, may be said to have the field practically to themselves. For that reason the papers coming in are not as numerous as in most of the other Canadian cities, and for the same reason, therefore, it is an absolutely safe proposition to say that no advertising campaign that hopes to attract Kingston buyers can be successful without one or other, or both, of the Kingston papers. Nevertheless, though this be and because of Kingston's peculiar geographical conditions, the further fact cannot be disputed that it is as true of other small cities as it is of Kingston that the outside newspaper is purchased merely for its general news and largely by casual readers, and that, therefore, the advertising columns of this outside newspaper are of little effect in the smaller cities into which it may go. The proper field of the large newspapers is their home field, just as the proper field of the small newspapers is the home city of publication.

For these reasons, and for others that will readily suggest themselves but that in so brief an article cannot be enumerated, it is not stretching the truth or going beyond the bounds of reason to say that the advertiser who hopes to carry on a really wise and profitable advertising campaign cannot and should not under any conditions ignore the smaller city newspapers. To the contrary, if he is wise he will make them the foundation of his campaign and from them build up and develop his superstructure.

* * *

Enthusiasm is the oil of gladness in business, the lubricant which makes the wheels spin 'round. Enthusiasm, like gloom, is catching. Let us enthuse.

* * *

The Boss is the one who makes good.—*The Fra.*

WHAT'S DOING AT THE AD CLUBS

TORONTO

"It is not right to confuse what is a question of principle with what is one of taste," asserted Mr. J. E. Atkinson, in his address at the first weekly luncheon of the season at the Toronto Ad Club.

"What is a matter of individual taste need not necessarily be injurious, and the newspapers' business is to serve and suit public taste."

There was a crowded attendance of members and friends yesterday to listen to Mr. Atkinson's address in defence of certain policies of the present day press, and he particularly defended them in the attitude the best papers had taken with regard to Patent Medicine, liquor and other advertising, which in some quarters is taken exception to.

Particularly in regard to liquor advertising, a pronounced attitude was taken. Any newspaper, which in its editorial policy favored bar abolition and the annulment of club licenses, and which did not however favor total prohibition of liquor in the country, was fully justified in accepting liquor advertising.

Where a clear question of principle was involved a newspaper had no justification in publishing anything that was untrue or immoral, and the excuse that it was a newspaper was not valid.

The speaker thought that the onus of untruthful statements in ads should be put up to the ad writers. The public were really the best judges as to what should and should not be included in the advertising columns, as the public as a body had a far higher moral standard than the public as individuals. He thought that speaking as a whole the leading papers of Toronto were as clean, if not cleaner than any other city of the same size on the Continent.

There were unfortunately many ads still included in the daily press which by their very nature depreciated the value of the better advertising published alongside them, but these by the very fact that they were unprofitable were being curtailed and would likely in the near future disappear entirely.

A prominent visitor was Chas. G. Wood, of New Bedford, Mass., who was on a visit to the city to look into the Canadian methods of handling labor disputes. In his talk Mr. Wood eulogized the Canadian Industrial Act and thought that a rigid act of this description was the best possible insurance against industrial troubles.

W. G. Rook, President of the club was in the chair, and announced that for the 1914 Convention, splendid assurances of large delegations were being received from all points of the States. A full round of activities was announced and the chairman selected for the various club committees were named. Everything points to a full and active time from now until the big Convention in June.

WHAT THE ADVERTISER WHO SELLS TO WOMEN SHOULD KNOW

By A. R. Rosenblatt

WOMEN are responsible for almost 60 per cent. of all purchases, according to statistics which have been compiled on the subject.

Women read magazines more than men, for in an investigation made it was found that in a group of thirty prominent women's publications the total circulation reached over fifteen million, while in a group of forty-two prominent general magazines (read by both men and women) the total circulation reached only ten million.

Psychological tests made by Dr. Hollingworth, of Columbia University, have disclosed that there are definitely successful ways of appealing to women. Consequently, it is obvious that the manufacturer who sells to women can develop advertising efficiency considerably by a deeper study of (a) feminine characteristics, and (b) variations in the feminine population of the country.

The direct, personal appeal rather than general or abstract statements, is stronger with women than with men. Illustrations, pictures, reach the mind more quickly than solid type matter, which is read less frequently by women than by men. And in illustrations, color is a most important element, for while no iron-bound rules can be laid down as to the best color scheme for women's advertising, nevertheless it has been conclusively shown that women incline more to the red than to the blue end of the spectrum, and are attracted by definite color combinations.

There is another factor which offers to advertisers the opportunity for more surely planning successful means of selling to women, and that is the increasing knowledge regarding distributive conditions which is gradually being disseminated among women of all classes through domestic science clubs, pure food organizations, marketing associations, etc. The housewife today knows much about the character and cost of the products she buys. She knows competitive conditions and the relative merits of similar products. Consequently, manufacturers have found that preliminary investigations and tests among women have brought to light improvements and ideas regarding distribution that have helped make their campaigns successful.

This was recently demonstrated in the case of a food manufacturer who evolved what appeared to be a splendid idea for direct selling. He banked considerably on the strength of the current sentiment for "eliminating the middleman," and, on paper, the plan looked feasible. Wisely, however, this manufacturer enlisted the feminine viewpoint, with the result that the plan was revamped considerably, so that distribution was effected to meet the housewife's needs,

without endeavoring to force an entirely new and untried scheme of buying upon her.

In all such analyses, local conditions play an important part; and a study of sectional variations in the occupations of women discloses some vital factors affecting the possible sales of a product.

Not long ago a certain manufacturer of canned products went into a selling campaign that was tremendously successful, in spots. When he finally began to analyze the weak territory, it was found that more than seventy per cent. of the feminine population were farm women who, of course, did their own preserving!

By comparing the nature of mediums used with the variations in the character of feminine population in different sections, it has been possible to eliminate considerable waste advertising. Such factors as the number of women wage earners, and the nature of their occupation in various sections; women on farms; women housekeepers in the large cities; women in business and professional fields; women keeping servants, etc., indicate graphically where are the most substantial markets for certain products.

Woman's political status in the various states is now an important consideration in the plans of many large advertisers, specifically those with commodities to sell to municipalities, for public buildings, roads, schools, etc. Where women vote, where they have school suffrage, and where suffrage laws are on the verge of being passed, are suggestive of interesting new channels of appeal.

Another partly neglected source has been the indirect appeal to men through women's advertising media. Women buy men's goods eleven times as much as men buy women's things; women help men to buy twice as much as men help women to buy; women buy alone 48.4 per cent. of all purchases, while men buy alone only 12.3 per cent. of all purchases. All these facts go to prove that it is well worth the advertiser's time and study to find out more about why and how women buy, and what kind of advertising best reaches them; also, where necessary, to make actual pre-campaign tests and investigations among the classes of buyers he hopes to reach. —*Efficiency Magazine.*

The General Advertiser

Gets the value of his expenditure from Daily Nugget advertising. Nugget circulation covers a greater area than that of any other small city paper in Canada. It is the only daily paper published in Northern Ontario, covering a district inhabited by a population estimated at 75,000 people, which is increasing rapidly. The Nugget is read in every town and village of Northern Ontario and in addition has a large circulation distributed throughout Canada and the United States.

The Nugget as an advertising medium should appeal to the general advertiser.

Published by

The Cobalt Daily Nugget

Limited

COBALT - - ONTARIO

MEN AND MEDIA

THE last issue of the Lethbridge *News* appeared on July 31, the daily issue of this paper not having proved apparently, a profitable venture.

The weekly edition in a large and improved form will continue to be issued regularly.

* * *

John Alexander Reid, formerly owner of the Calgary *Tribune* (now the Morning *Albertan*) and with the editorial staff of the Calgary *Herald*, has been appointed by the lieutenant-governor in council to be agent-general for the Province of Alberta, with offices in London. Mr. Reid has been financial commissioner of the city of Regina, and was formerly deputy treasurer and clerk of the executive council of the provincial government of Saskatchewan.

* * *

The Imperial Advertising Agency has been established in Toronto by J. A. McClelland, formerly with Gagnier Advertising Agency, Toronto, and more recently with Poster Advertising Agency, Ltd., Toronto. Mr. McClelland will continue his work as manager of the latter company. The address is 35 Adelaide street west.

* * *

The Commercial Press, Limited, have announced a new paper in the drug trade field, *The Retail Druggist of Canada.* The new publication will appear about October 1st. Mr. R. F. Kellock, formerly of The R. F. Kellock Drug Co., Cobalt, Ont., and previously with the Henry K. Wampole Co., Perth, Ont., is joining the staff of the company to take charge of the new paper.

D. O. McKinnon, President of The Commercial Press, states that the paper has been so favorably received by advertisers that it will be from the start a 60-page journal, conducted along the same lines and standard as their other papers.

The editorial staff of the new paper will include W. L. Edmonds, W. J. Bryans, M. Moyer and R. F. Kellock.

This paper will be the sixth started or acquired by The Commercial Press since May 1, 1911—a record probably unique in Canada.

* * *

It is probable that an active advertising campaign to boost the natural attractions of the various Canadian parks and beauty spots will shortly be undertaken by the Dominion Government. It is believed that such a campaign would prove a profitable proposition, and there is every likelihood of its being undertaken.

* * *

The Fort William Times Journal is remodelling its newspaper plant at a probable expenditure of $100,000. Among other changes a new press will be installed, capable of turning out 24,000 complete copies of a thirty-two page paper per hour.

* * *

The fifth annual meeting of the Maritime Press Association, of Canada, held in St. John Thursday, was the largest and best in the organization. The work and plans of the Canadian Press Association were explained by John Imrie, secretary of the C. P. A.

The Maritime Association unani-

mously decided to become merged with the Canadian Press Association as the Maritime Provinces Division. R. L. Cotton of the *Charlottetown Examiner* was elected president of the division. The next meeting will be held in Charlottetown. There is a membership of eighty-seven in the new division.

* * *

The MacLean Publishing Company, Ltd., Toronto, publishers of trade and technical newspapers and magazines, has opened an office in Boston, Mass., which will be in charge of C. L. Morton, who has been engaged on Canadian publications exclusively for the past two years.

* * *

D. P. Wagner, a member of the reportorial staff of *The News*, Toronto, has been appointed secretary of the Provincial Highways Commission. The commission have arranged a programme relating to road laws and regulations, economic features, finance, organization for construction and maintenance, educational facilities, and other work, which will require the new secretary's time in investigating, particularly in statistics.

Mr. Wagner is a Toronto University graduate, and won the J. W. Flavelle scholarship, which entitled him to two years at Oxford. He has spent some time in newspaper work in Winnipeg and Toronto.

* * *

A thoroughly up-to-date and comprehensive colored map of the prairie provinces reaches us from *The Western Home Monthly*.

All railroads and projected lines are clearly shown and the map is sufficiently large for every city, town and village in these provinces to be indicated.

The map was produced by the Stovel Company, Winnipeg.

* * *

The Italians of Toronto intend publishing a paper in their own language and a company under the name of the Italian Courier Publishing Co. has been organized with a capital of $40,000.

* * *

The new Montreal morning daily, *The Daily Mail*, will commence publication about October 1st.

It will be published at one cent,

Striking argument, good typography and excellent illustration

and every department has been organized with efficient staffs, and as it is liberally capitalized, its success seems assured.

The rate card guarantees a definite volume of circulation daily or a *pro rata* refund.

* * *

The Canadian Magazine have moved their offces from 15 Wellington street east, into new and very commodious premises at 200-206 west Adelaide street, Toronto,

and the T. H. Best Printing Co. of 12-14 Johnson Lane, have also moved into the same building.

This step has been rendered necessary by the rapid expansion of their business.

* * *

The Toronto office of *The Farmers' Advocate, London,* will be changed on September 15th, from 48 Richmond street west to the Tanner & Gates Building, Adelaide street west.

* * *

A new Italian weekly by the name of *L'Italia Di Hamilton,* made its appearance on August 14th last, and promises to fill a long felt want for the large Italian population of that city.

* * *

H. T. MacDonald, late advertising manager of Fairweather's Limited, Toronto, has opened an office in the old Grip Building, Temperance street, where he will conduct a copy-writing and Special Advertising Service Agency.

* * *

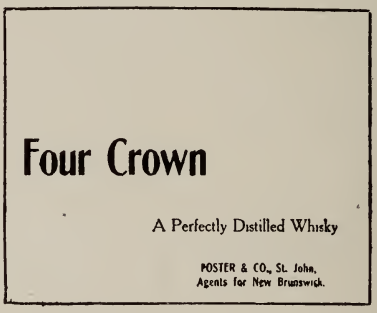
J. E. Smith has been appointed advertising manager of *Farm and Dairy* Peterboro. Mr. Smith, till recently was connected with the Agricultural Department of Norfolk County, Ont.

* * *

Dry Goods and Dress, the Calgary paper, has been enlarged in size to thirty-two pages and a new rate card has been prepared. The rates, however, vary but little from the former ones.

* * *

Gas News is the title of an attractive and interesting booklet published in the interests of good gas service, by the Consumers' Gas Company of Toronto. It is eight pages in size and the cover is printed in two colors. There is quite an amount of interesting reading matter in addition to valuable information on gas stoves, lighting fixtures, etc., and it is destined to go to each one of the Consumers' Gas Company's customers, so that the issue will be a large one. We understand that Mr. Geo. W. Allen is responsible for its production. This booklet will surely answer its purpose.



Daring use of white space

* * *

H. R. Howchin, artist and advertising designer, has commenced business at 62 Temperance street, Toronto.

* * *

The Woodstock Daily Express has ceased publication, but *The Weekly Express* will continue to be published in an improved form. *The Woodstock Sentinel-Review* is now the only daily paper covering the ground in this city and district.

* * *

A new semi-monthly magazine of twelve pages will shortly be published in Brantford. It is to be known as *The Ruralist* and as the name implies, will circulate mostly among the country classes.

Mr. Manufacturer!

If yours is the ONE BEST PRODUCT in your line in Canada, it is surely worth talking about.

And advertising is the one best channel through which to talk to a public with unlimited purchasing power.

But there are shoals and shallows ahead, and the ONE BEST WAY to stop the leaks in your advertising appropriation is to let the ONE BEST AGENCY handle your account.

Woods-Norris Service

is personal, thorough and economical.

Whether your advertising investment is large or small, we can show you how to make each dollar go further.

Drop us a line or ask our representative to call.

Woods-Norris, Limited

Advertising Agency

Mail Building, Toronto

EXPANSION YEAR

"1913" will go into the records as "Expansion Year" both for the

Canadian National Exhibition

and for

Canada's National Newspaper

The Toronto Fair increased its attendance by 47,000, and The Globe has so far this year increased its average (sworn) circulation from 57,955 to 62,365.

For sixty-nine years The Globe has been "CANADA'S NATIONAL NEWSPAPER"

National in Outlook
National in News Service
National in Circulation—

And it is on the list of practically every National Advertising Campaign.

Vol. 6 OCTOBER—1913 No. 10

Economic Advertising

The Official Organ of The Toronto Ad Club

CONTENTS

PAGE

Straight Talks 1
The Trade Mark—A Better Understanding—The High Cost of Living—Does Advertising Increase Cost?—Personality of Advertisements.

Recent Ads—Good and Otherwise . . 11
The Captious Critic

Patent Medicine Advertising 19
E. H. Macklin

Post Office Red Tape 22

Advertising Reduces Cost 23
Arthur M. Evans

Truth in Circulation 25
T. J. Tobin

What's Doing at the Ad Clubs 29

Combining Two Opposite Virtues . . 34
Tudor Jenks

Burba's Darts 35

Men and Media 36

Index to Advertisers 40

Do You Want More Business This Winter

Use The Toronto Daily Star

Advertisers who have used The Star intelligently and persistently—many of them daily—have found that it invariably "delivers the goods."

The Star is a "producer" alike for the man who tells his story in two lines and for the merchant who uses a page. It meets all publicity needs in its field. Acquaint the public with your existence. Tell your story to the 83,324 readers of

The Toronto Daily Star

Canada's Greatest Newspaper

Guaranteed the largest daily newspaper circulation in Ontario. Phone or write for advertising rates.

AMERICAN REPRESENTATIVES:

New York - Chas. H. Eddy, - - Metropolitan Bldg.
Chicago--Eddy & Virtue, - - - People's Gas Bldg.
Boston--C. H. Eddy, - - - - Old South Building

Economic Advertising

The Official Organ of the Toronto Ad Club

Published in the interests of "more and better advertising"

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.
Condensed Rates, 3 cents a word; Minimum, One Dollar.

WOODS-NORRIS LIMITED - Publishers - Mail Building, Toronto.

Vol. 6. Toronto, October, 1913 No. 10

STRAIGHT TALKS

The trade-mark

UNDOUBTEDLY a leading feature in modern business is the extended use of the trade-mark, and it is interesting to analyze how the use of a private brand on manufactured articles is of benefit to the three parties affected—the manufacturer, the retailer, and the consumer.

From the manufacturer's point of view, granted, of course, that he is making a worthy article, every argument possible to produce seems to be in favour of branding his goods, and the strongest argument of all is that a trade-mark on a manufactured product is the surest way of guaranteeing repeat orders. It is, moreover, the only possible safeguard against substitution, and the wise manufacturer who not only brands his goods but also advertises the fact, has no fear that the consumer will be induced to buy a substituted article because there may be a slight advantage in price, but that he will come back again and again for the branded article which served him well.

As far as the retailer is concerned the tendency is more and more to stock up with branded products. Goods so marked absolve the retailer from all risk, which the manufacturer of worthy products is only too glad to assume. They do not always show as great a profit as goods of unknown makes, but because the trade-marked article is backed by a volume of advertising that creates a demand for it, the sales are immeasureably larger and the stock consequently is turned over much more rapidly and has no time to get stale on the dealer's shelves, and the manufacturer's advertising in addition brings

PARCELS POST NEXT YEAR!

If you sell goods direct to the rural dwellers of Canada—

READ THIS—

From the Speech of the Prime Minister at Halifax, Sept. 16th.

"May I also call attention to the action of the Postmaster General at the last session in securing the necessary statutory authority for the establishment of a parcels post system. Such a system has already been successfully inaugurated in the United States, and its development there has been of greater advantage than was anticipated at the outset. As our population is relatively much smaller in proportion to our territory than that of the United States, the undertaking naturally presents greater difficulties in Canada. The officers of the department are engaged in the consummation of necessary arrangements, and it is believed that these will be completed early in the coming year."

AND THIS—

From "Berliner's Ballista," the Official House Organ of the Berliner Gramophone Co., Limited.

"The greatest portion of Mr. Berliner's business was done on the instalment mail order principle of $1.00 down and $2.00 per month, and the principal medium used for publicity was the FAMILY HERALD AND WEEKLY STAR, then as now by far the greatest Mail Order medium in Canada, if not in the whole of North America. This is the first reference to any particular newspaper in these columns, and needless to say entirely gratuitous."

Write for specimen copy and full particulars—

Advertising Manager

Family Herald and Weekly Star

Canada's National Farm and Rural Home Newspaper
MONTREAL, CANADA

a volume of new business to the retailer's store for other goods which he has to offer.

And as regards the consumer. Surely it is to his benefit to insist on getting trade-marked articles wherever possible. The mark is his guarantee that the goods are dependable. It is only logical for him to think that no manufacturer would be so unwise as to place his name and brand on an unworthy article, and, in addition, it makes shopping a much easier task. The number of worthy products of this and other countries, which are being branded under a trade-mark is increasing rapidly from year to year, but still a large number of staple products are being sold unbranded.

In view of the trifold benefit represented by the trade-mark, it is very difficult to defend the action of those manufacturers who still neglect this protection for their wares. For the good of all concerned and the credit of modern trading, the increased use of the trade-mark must prove an unmixed blessing.

A BETTER UNDERSTANDING

A significant sign of the times, and one for which much credit must be given to the widespread Ad Club movement, is evidenced by the fact that a much better understanding has now been brought about between the different forces at work for the promotion of publicity.

Broad-minded advertising men no longer regard it as either politic or just to knock their competitors in other lines. Leading men in the advertising profession, whether sellers of newspaper space, magazine pages, street car cards or posters, no longer approach their prospects with a bundle of knocks for their competitors. They are coming to realize that no one medium is all-powerful, that every phase of publicity has some good and value to it.

An instance occurs right in the advertising pages of this journal, where a prominent Western daily tells our readers to use their paper, and in addition a prominent daily in each of the other centres of the West, if they wish to cover this territory thoroughly.

In a recent issue of "Printer's Ink," we note that a large Brooklyn daily publishes this significant statement—"You cannot reach Brooklyn's population of 2,000,000 with one paper—use the other three as well." And a prominent magazine publisher tells prospective clients in selling articles of limited distribution that it is to their advantage to use local newspapers, as the magazines would be likely to prove for manufacturers of this class too expensive a proposition.

Full credit for this improved state of affairs must be given to the better class agencies, whose unbiassed and expert advice in the selection of media has possibly had considerable influence with publishers and others in bringing them to see that their particular medium is

YOUR NEXT MOVE

Now that you have copy prepared for your Fall Advertising Campaign **YOUR NEXT MOVE,** and one of vast importance is to select your medium

The Edmonton Journal

must be on your list if you would reach the rapidly increasing market for your goods in Central and Northern Alberta.

Write to-day for rate card and sworn circulation statement.

Canadian Newspapers Limited

(JOURNAL BRANCH)

M. R. JENNINGS, Editor and Gen. Man. JOHN MacLAREN, Bus. Man.
East Representative, E. J. Guy, 65 Canada Life Bldg., King St., Toronto

Keep your goods before the people of Western Ontario.

Advertise them in

THE LONDON ADVERTISER

Western Ontario is the Dominion's wealthiest section.

The London Advertiser is Western Ontario's leading evening paper.

The Windsor Record

is a growing paper in a growing city. Circulation increased over 1000 last year. Circulation now 5300 and going up. 8 to 16 pages daily.

not all-powerful. And we feel sure that the solicitor who in approaching a prospect and boosting his own medium to the full extent of his ability, yet refrains from knocking, or even has a good word to say for his competitors, will most surely create a better impression than the man whose knife is unsheathed and always ready for work on every other kind of publicity.

DOES ADVERTISING INCREASE COST?

Volumes have been written in advertising and other journals on this subject, and the concensus of opinion seems to be that because advertising creates a greater demand for any article, and consequently by increasing the output lowers the cost of production, that the expense of the advertising does not add to the cost of the article to the consumer.

But there is one article at least—The Safety Razor—as widely advertised, perhaps, as any modern commodity, in which a striking difference in the cost to the consumer occurs, in several different makes. We have in mind three safety razors of whose efficiency we have personal experience, which retail at 25c, 40c, and $1.00, and there is yet another very widely advertised, the cheapest style of which retails at $5.00, and in selling which the retailer is bound by a hard and fast understanding that this price is not to be cut. It is common knowledge that the cost of production of this latter razor is considerably under one dollar, so that the difference between this sum and the price to the retailer represents the manufacturer's profit and the cost of advertising. Surely in this case advertising has increased the cost to the consumer out of all proportion.

This is the conclusion we must arrive at when we remember that equally serviceable articles of other makes are on sale at so much less a figure.

Fortunately, this is an isolated case, but it is a strong exception to the general rule that advertising does lower the cost of most articles to the consumer.

THE HIGH COST OF LIVING

A question of interest to advertising men and of vital current interest, is embodied in the question: "Has the modern tendency to wrap foodstuffs in packages had any influence on the higher cost of living?" That there is a movement in nearly every manufacturing business to pack their products, is undoubted. Foodstuffs of every kind are now almost universally put up in cartons and cans. Neckties, suspenders and gloves are generally found in boxes, even glue nowadays is sold in packages and many other articles similarly put up.

It is undeniable that these modern methods of merchandising cost money—that extra cost must be incurred in the individual boxing of articles as against the forwarding of them in bulk, but we think

Business in Hamilton Is Good

SECURE YOUR SHARE BY ADVERTISING IN A LIVE NEWSPAPER

THE HAMILTON HERALD

Is read by the Buying Class—the class who have the money to indulge their desires

THE HERALD IS THE PEOPLE'S NEWSPAPER—A PAPER OF POWER, CHARACTER AND INFLUENCE—THE PAPER FOR RESULTS

"LET US PROVE IT."

The Herald Printing Co. of Hamilton, Limited
PUBLISHERS
Hamilton, - - Ontario

The Guelph Mercury and Advertiser

Established 1844

Is the only Guelph paper which gives a sworn detailed statement of circulation.

PRESENT CIRCULATION.

EVENING EDITION, 2960. (Practically 3,000.) Over 80 per cent. in the City of Guelph. Not given away, but sold at $4.00 per year, or 2c. per copy, in one of the wealthiest and most liberal buying urban communities in Canada.

WEEKLY EDITION, 4,500, all paid in advance, distributed in the best known farming section of the Dominion.

COMBINED PRESENT AVERAGE DAILY AND WEEKLY CIRCULATION 7,460 PER ISSUE.

General advertisers who wish to reach the people of Guelph, and of the splendid district tributary to it, can do so in no way so effectively or cheaply as through the columns of The Mercury, Daily and Weekly.

that the higher cost of living nowadays should be looked at from the viewpoint of the much greater benefits enjoyed. These possibly in every case do not compensate for the extra cost incurred, but they neutralize its effect in no small degree.

The boxing of food stuffs in particular has introduced sanitary conditions of retailing, unknown a few years ago. It insures the keeping of the contents in a fresh and clean condition. It makes for more ease in shopping. It protects the purchaser from substitution because it gives the consumer the goods as they leave the factory, and self-interest compels the manufacturer to put up the package just right.

It saves the retailer time, because the handling of goods in bulk is always a much more tedious process than the handling of packages, and the housewife has a guarantee of quality and uniformity which she did not have before. Looked at from almost any angle it does not seem that the modern system of merchandising in packages is responsible for any great addition to the cost of living. The actual cost of the packages, where goods are being produced by modern machinery, is so very small as to be almost a negligible quantity. The consumer may be paying a fraction more for his goods nowadays, but he is in every case getting added value, because of the infinitely better service rendered to him by the package system.

PERSONALITY OF ADVERTISEMENTS

ADVERTISING is like folks.

Some advertising you "warm up" to it the minute your eye lights upon it.

There are no harsh colour tones that offend—no shouting statements—no commands that you mentally refuse to obey.

It just "makes friends" with you right away.

You feel a sense akin to gratitude that someone has taken all of this trouble, time and labor, to present this article to your notice with such nicety, such courtesy, with so much regard for your feelings, making its purchase so convenient, saving you endless worry and search.

Of course, you don't actually think this all out. You just feel it without really thinking about it at all. Your mind is centered upon the good points of the article presented, *and the benefit you will derive from owning it.*

It is a real pleasure to follow the suggestion of this ad. and make the purchase at the place it mentions—just as you enjoy pleasing some people and doing as they wish.

This *must* be the advertisement of a considerate, enterprising merchant, or manufacturer, who has a thought and care for his

HAMILTON NEWSPAPER UNION LIST

is composed of country newspapers with a genuine subscription circulation.

□

More than 75 per cent. of all the newspapers in Canada are Country Weeklies.

□

No advertising proposition can stand beside continuous space in the Local Publications when country people are to be reached.

□

Country trade is valuable, and sticks. It is useless trying to capture it except through the Local Weekly.

□

The largest and most successful advertisers invariably use our list of Country Weeklies.

□

Sworn Circulation for 1912, 2,389,764

Weekly Average, 45,957

Hamilton Newspaper Union
Hamilton, Canada

WHY USE

Farm Papers

It's the broadest and most profitable field for the manufacturer of a product suitable for the farm or farm home.

The farmer can and will buy most of the things the city man uses—and he wants the best.

Farm paper advertising will build up your distribution through the local, small town, dealer.

The Farm Papers that offers you over 21,000 bona fide circulation among the strongest class of farmers, and has commanding editorial influence there, is the first to choose.

Write us for particulars

Canadian Farm
A WEEKLY AGRICULTURAL JOURNAL FOR THE DOMINION
12 E. Wellington St., Toronto, Ont.

customers beyond sordid money-making; who knows that his product is right, and that its purchase means a good and an advantage to mankind.

You do not want to look long at an advertisement which seems to have an x-ray eye glued to your pocketbook as if to search out the very last farthing. You, being a natural creature, and obeying a natural law, are considering your own comforts and needs, and resent the mercenary glint in an advertisement as much as you do in the merchant's eye.

The courteous ad ever mindful of the other fellow's feelings, is constantly endeavoring to benefit. It is not in a hurry; it carries dignity, certainty, and delivers its message in a pleasant manner—conveying the confidence of its master, the man who created it *and who also produced the article which it is offering you.*

Your advertisement is a reflection of yourself—of your business; you are judged by it.

There is no need for megaphone copy with harsh, strident tones for the man who knows he is *right all through.*

True it is that with the multi-millions of articles placed upon the market by different advertising methods, there must be something distinctive about your copy to attract notice. *But let that something be inviting, harmonious, and welcome to the senses.*

There, also, are millions of people. During a week you may meet thousands—each produces an impression of some sort. The one from whom you get the lasting, pleasing impression, and of whom you think many times afterwards, is the cheerful, confident, successful man who knows that he knows and is *big enough to be kind.*

He needn't din it into your ear that he is a gentleman. You can't just say how you know it, yet you know. There is that indefinable something. Here is a man worth while. No extremes in appearance announce this fact. He does not wear a bright red vest a grotesque hat—yet you are attracted, and you know the man is right; he is a leader, he is worthy.

Your advertisement may possess a personality just as effective. It may carry the same success, leadership note; the same impressiveness the same conviction of honest, earnest, simple truth which makes you know—just how you can't say—that the article presented is worthy.

By M. J. Reed, Taylor-Critchfield Co., Chicago.

SEEK out the facts of a case and the conclusions are usually self-evident.

Many failures are caused by lack of thorough analysis because those responsible are "too busy" to investigate.

Practically every subject can be dissected and analyzed.

The New Home of The Herald

The Herald is the Want Ad. Medium of Calgary

The paper that carries the "Want Ads." is the paper that is read. THE HERALD publish daily, four, eight column pages of "Wants"—almost double the two other local papers combined.

THE HERALD has a sworn circulation of 20,000—all paid. It is the greatest advertising value you can buy in the West.

The Herald Publishing Company, Limited

Calgary -:- Canada

Edgar J. Guy, Eastern Representative
65 Canada Life Building, Toronto

The General Advertiser

Gets the value of his expenditure from Daily Nugget advertising. Nugget circulation covers a greater area than that of any other small city paper in Canada. It is the only daily paper published in Northern Ontario, covering a district inhabited by a population estimated at 75,000 people, which is increasing rapidly. The Nugget is read in every town and village of Northern Ontario and in addition has a large circulation distributed throughout Canada and the United States.

The Nugget as an advertising medium should appeal to the general advertiser.

Published by
The Cobalt Daily Nugget
Limited
COBALT - - ONTARIO

DON'T OVERLOOK

the advertising possibilities of London and Western Ontario, when planning your 1914 campaign. The

London Free Press

with its guaranteed circulation of over 33,000, reaches 85 per cent. of a live and prosperous community. You can't afford to omit the "FREE PRESS" from your list.

Any Agency will give full details, or write us direct.

The London Free Press Printing Co., Limited

LONDON, ONTARIO

EDGAR J. GUY
SPECIAL REPRESENTATIVE
65 Canada Life Bldg. Toronto

RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

ANYBODY who has had the opportunity of living on the average Canadian farm knows that one of its greatest drawbacks is the poorness of the lighting arrangement. Of course, with the expansion of the Hydro area of recent years, electric light is common in the better class of farm houses, but it is probable that considerably over 80% of the dwellings in the

country in all parts, are relying on the old time coal oil lamp, so that the Acetylene Construction Company's ad with its solid arguments and forceful illustration, has much to commend it.

The caption perhaps, is not over happy, but the introduction to the reading matter in the form of the question, must appeal to every country dweller. "Are you a slave to your farm?" and then a heart to heart talk as to the best way to take the sting out of the long winter evenings, and enjoy all the delights of city lighting in the farm home.

Later on we find a few crisp sentences telling how easy it is to handle acetylene gas, how safe, how clean and how economical. The illustrations in strong black and white are good, and connect up well with the reading matter. I think that this advertisement should have proved an effective business getter for the advertiser.

One little kick—it is the Captious Critic's privilege—the coupon in the ad should be placed so as to make it possible to clip it with the least possible trouble. In this ad the position of the coupon is not as good as it might be. It is a pretty safe rule to say that the ideal ad is that in which the prospect has an opportunity to respond to the appeal with the least possible effort.

* * *

Birks, of Montreal, forward me a couple of recent ads for criticism, one of which is reproduced, but although not in large space, the ad is a good illustration of a daring use of white space, and has evidently been inspired by the Tiffany magazine ads with which we are familiar. This, of course, is pure publicity, and cannot possibly be intended to result in direct business.

The Gazette

MONTREAL

has had the goodwill of three generations of Montrealers and other Canadians. One hundred and thirty-five years', reputation for reliability makes the Gazette a particularly good advertising medium.

The Gazette Printing Company, Limited

The Expositor

Brantford's Big Daily

COVERS a constantly Growing Industrial Field and a rich Agricultural section.

REACHES nearly ninety per cent. of the homes of Brantford, a city of ever increasing pay-roll and of happy prosperous people.

Circulation guaranteed to exceed **7,500** daily

As so little matter is contained in this advertisement, I venture to think it would have paid these people to have had a hand lettered

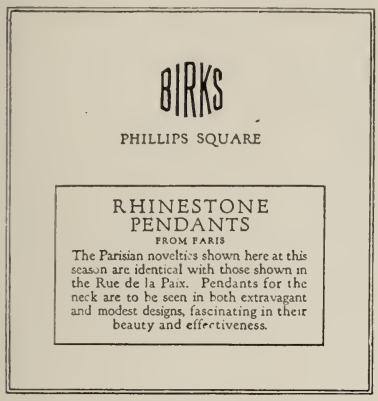

BIRKS
PHILLIPS SQUARE
RHINESTONE PENDANTS
FROM PARIS
The Parisian novelties shown here at this season are identical with those shown in the Rue de la Paix. Pendants for the neck are to be seen in both extravagant and modest designs, fascinating in their beauty and effectiveness.

plate in some distinctive and legible lettering made for use in this advertising, as the ad as now set, lacks in distinctiveness. Such a well-known firm, seeking general publicity of this nature, can easily afford to bear this extra expense and their advertising, I think, would gain an added value thereby.

* * *

The argument contained in the Duffy Malt Whiskey ad is bad, very bad, and then some. That whiskey, however pure, can spell "Health Insurance," is a fallacy that has long since been exploded, and to even insinuate that by a liberal imbibing of whiskey, Duffy's or any other kind, you can ward off disease, is an absurdity on the face of it. I do not happen to have any record of the paper from which I clipped this palpable fraud advertisement, but under the guise of benefitting the human race, these people are certainly trying to put one over on the public. Such a specious argument as contained in the ad under review, I do not remember ever before having seen. Life, Accident and Fire Insurance are good things and you attend to them, use them to the limit of your means, but what about health insurance; have

Protection For the Home
With fire, accident and life insurance you consider yourself and your family fully protected, but how about
Health Insurance
That's something you cannot afford to neglect. You should certainly protect your body against the attacks of disease by the judicious use of the world's greatest tonic-stimulant,
Duffy's Pure Malt Whiskey
It is an absolutely pure distillation of malted grain, food in medicinal whiskey form, noted for its palatability and freedom from injurious substances. An invigorating stimulant and tonic which influences for good every important organ of the body. It so aids digestion that you get all the nourishment your food contains; it enriches the blood and builds up and strengthens the entire system.
"Be sure you get *Duffy's*—It's reliable."
Sold in sealed bottles only at $1.25, by most druggists, dealers and hotels.
The Duffy Malt Whiskey Co., Rochester, N. Y.

you given that a thought? Duffy's Malt Whiskey will solve the question. Drink Duffy's—be sure you get it, and the suggestion implied is, if you only drink enough Duffy's, you will pass the three score years and ten, with a clear eye and a sane liver.

* * *

I have always been led to believe that the most successful advertisement was the one which was easy to read, and judging by this standard, the "Bond Dealer" ad reproduced, does not reach high water mark.

This firm in their effort to attain something novel, have used a

IT'S CONVINCING!

Gives you confidence
in our ability as printers

Acton Publishing Co.,
Toronto

"As per our conversation, this will be your authority to go ahead with the booklet.

"I can assure you we place every confidence in your ability to again demonstrate to us that there is no other firm that can give us the same satisfaction in the printing line as your firm has done since we started doing business with you some years ago."

(Name on request. Original letter on our "Bouquet" file, where it can be seen).

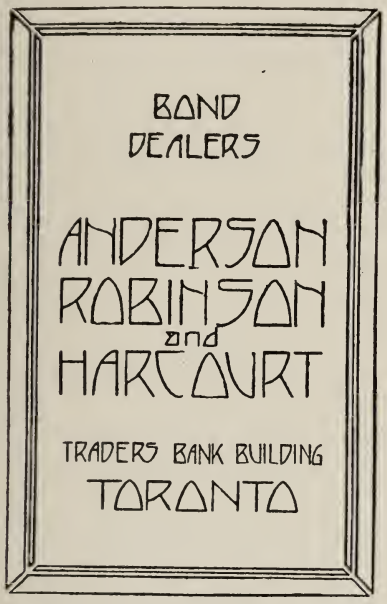
It was a $700 Job—5,000 run.

We feel sure we could please
you too.

Have you a booklet in view?

Acton Publishing Co., Limited
Printers
Toronto - - Montreal

style of lettering which is a cross between a new shorthand and the Greek and Arabic alphabets. To say the least of it, it is a positive eye sore and whoever was responsible for this piece of bad advertising should for a start, take a kindergarten course in some second rate correspondence school.



* * *

Penman's ad reproduced contains some good forceful matter, and incidentally a couple of phrases that tickle me immensely—"Comfortably—unconscious of one's hose—this is a very happy thought, and conveys just that idea that the wearing of Penman's hose gives an added degree of comfort that is not to be found elsewhere.

A little further down another phrase strikes me as particularly good—"Snuggle like a second skin"—doesn't that preach comfort for the wearer? And then a nice little talk about durability and quality.

I am not very pleased with the border or design. The drawing of the girl resting on the cushion is crude and a very poor imitation of those excellent illustrations appearing regularly in the *Saturday Evening Post.*

The border design is doubtless intended to represent the stitch in the knitting in the Penman

One can be
comfortably-unconscious
of one's hose when they are
Penmans-knit-to-form—
without-a-seam.
Think what this implies!
Hose bearing the Penman trademark snuggle like a second skin to every curve of foot and limb. They do not rip, or tear because there is not a seam about them. And, they're made for men, women and children in cotton, cashmere, silk and lisle—in any weight and all popular colors.
Ask for Penmans Hosiery the next time you go shopping.
And look for the trademark!
Penmans Limited
Paris, Canada
Hosiery
Sweaters
Underwear
PENMAN'S
KNIT GOODS
Penmans
Hosiery

goods, but although the name at the foot is well emphasized, I think the border shape is unfortunate.

I may possibly be hauled over

A Notable Canadian Newspaper Victory

¶ Statistics compiled by the Mail Order Journal of Chicago point to the Free Press, Winnipeg, as having carried more Classified Advertising during the first six months of 1913 than any other six day Daily on the Continent.

The Mail Order Journal, which for some time has compiled and published very valuable statistics of the volume of advertising carried by America's leading dailies, has recently enlarged the scope of its enquiry and is now securing separate figures dealing with classified advertising alone.

Its first classified summary which appears in the August issue covers the volume of classified advertising carried for the first six months of the current year. A number of prominent dailies which apparently do not keep a separate record of their classified are not included, but the list is a fairly representative one and discloses the following facts of special interest to Canadian advertisers.

The Free Press, Winnipeg, is the sixth paper on the list being exceeded in volume by only five papers, all of them seven day papers and all of them published in cities much larger than Winnipeg.

Consequently the Free Press, Winnipeg, heads the entire list of six day papers.

The Free Press, Winnipeg, carries more classified advertising than any other two Canadian Dailies listed.

The Free Press, Winnipeg, does not attempt to maintain a record of the volume of advertising carried by other papers and is dependent for its information on sources such as the Mail Order Journal. It is quite possible, therefore, that there may be six-day papers published in America which exceed the Free Press in volume of classified advertising and whose records will be available for publication at a later date. It is, however, improbable that the prestige of the Canadian Dailies as classified mediums will be materially impaired, as when the list is complete it will no doubt be found that another Canadian Daily—the Toronto Telegram—will be very much to the fore.

The remarkable result-getting power of the Free Press, which is responsible for this large volume of classified which it carries, has also been experienced by display advertisers who are able to check returns.

Large as is the margin of Free Press paid circulation over other Western papers, its tremendous pulling power can only be accounted for by extra quality as well.

Begin your campaign in Winnipeg with the Free Press, and the addition of a list of live dailies in the further Western cities will enable you to thoroughly cover the Prairie Provinces.

Any recognized Advertising Agency will give you full information regarding rates, etc., and the Free Press is specially represented in Eastern Canada by

EDGAR J. GUY - Canada Life Building - TORONTO

the coals for this captious criticism, but I am likely to stand by my opinion that it is well deserving.

* * *

The Swift ad reproduced pleases me immensely. It is I think, one of the strongest pieces of advertising copy, and incidentally a splendid advertisement for branded goods, which I have seen for a long time.

"His wife is such a splendid manager"—Why? Because she

"His wife is such a splendid manager!"
HOW often have you heard this said of some one of your lady friends?—one who seems to run her household more easily and smoothly than the average. She has the happy knack of buying well—of making a dollar do a full dollar's work. Yet—after all—it doesn't need a person to become a skilled home-manager. The clever housewife is the woman who never buys haphazard. She orders her food supplies. She doesn't merely ask for "some" ham or "some" bacon, for instance. She goes to the trouble of finding out one definite brand of goods of known reputation—and she looks to that brand. The Swift Canadian Co., Limited, has solved the food-buying problem for practically millions of housewives all over the world.
Swift's PURE FOOD PRODUCTS
"Swift's Premium" Ham. "Swift's Premium" Bacon,
"Swift's Cotosuet." "Brookfield" Sausage. "Brookfield" Eggs.
Swift's Premium Hams Bacon
Swift Canadian Co. Limited
Toronto - Winnipeg - Edmonton

has the happy knack of buying well, but any woman could do the same. All she has to do is to select her goods—she should not merely ask for some ham, or some bacon, she should always be on the safe side—ascertain the brands of known reputation and insist on getting them, and then the moral of the tale is brought in very cleverly by mentioning the name "Swifts."

Nothing quite so good as this has appeared for a long time, but if I might make a suggestion, it would be to the effect that the names of dealers handling Swift products should, if possible, be inserted in the ads of the large city dailies, if practicable. Also something in the way of window announcements that any particular store is handling these products would be a great advantage in directing the house-wife to the spot where she could buy the article which she feels she ought to have, because of this forceful advertising.

* * *

ADVERTISE

If you want to reach the trade,
Advertise!
Loosen up! Don't be afraid!—
Advertise!
Tell your story every day—
In a terse, convincing way,
Keep it up! It's bound to pay—
Advertise!

If you're lagging in the race,
Advertise!
Business soon will take a brace,
Advertise!
Tell the public near and far
Who and where and what you are,
Let 'er flicker! Be a star—
Advertise!

If your goods are on the square.
Advertise!
Always treat the public fair,
Advertise!
Be it real estate or cheese,
Stocks and bonds or guber peas,
Fling your banner to the breeze,
Advertise!

More Replies Than From Any Previous Advertisement

The E. B. Eddy Co., the Big Paper Makers, Find "The World" The One Best Medium

Hull, Can., Sept. 26, 1913.

The Advertising Manager,
The Toronto World, Toronto.

Dear Sir:

You will be interested to know that our Ad. of "Onliwon" Toilet Paper Fixtures in the late issues of "The World" has brought very many inquiries from your readers, more, in fact, than we ever received about any one Ad. before, and this when the Ad. had been running less than a week.

An important factor in the case is the prominent position you gave our Ad., or perhaps it was the article advertised and the gift that accompanied it; but whatever the reason, it is distinctly gratifying to know so many people have read our Ad. in "The World" and are interested in our wares.

It will further interest you to know that we are running the same Ad. in different parts of the Dominion; but so far have only received inquiries from Toronto.

You are at liberty to publish this letter if you choose.

Assuring you of our appreciation of the consideration and fairness we have met with in our dealings with you, we are, Yours truly,

Advertising Department of
THE E. B. EDDY CO., LIMITED,
Hull, Canada.

"The World," with its large Toronto and suburban circulation, invariably produces the best results from the territory in and around Toronto.

It is the ideal medium for the retailer desiring a quick turnover.

PATENT MEDICINE ADVERTISING

By E. H. Macklin, General Manager of the Winnipeg Free Press.

THE unwisdom of hasty and extreme views is one of the ills which some newspaper publishers, like some people in every other class and condition of humanity, are subject to. It may be termed a form of mental indigestion, causing a temporary obscurity of good judgment. A case in point is furnished by the attitude of the newspaper publishers who are announcing themselves as unalterably and indiscriminately opposed to the publication in their columns of any advertising of proprietary medicines.

Burke, speaking of the wholesale condemnation dealt out to the American people by some of the British statesmen of his time, declared in the House of Commons that no such sweeping indictment of either a whole people or a whole class can be based on facts and no such summary judgment pronounced with justice. This truth is of universal application. It applies to the class of proprietary articles known as patent medicines, and applies to them with very special force.

It is the common sense of the people which must prevail in the long run, and in this matter of patent medicines the common sense of the people is declaring itself decidedly. It is true that there have been some fraudulent preparations masquerading in the guise of patent medicines. Retribution has overtaken them; and legislation of increasing severity stands between the public and such impostures in the future. It is no less true that in every walk of life individuals have been found guilty of some wrongdoing. In every learned profession there have been found individuals who have dragged down the practice of their profession to the level of the gutter. But no sweeping condemnation can justly be founded, and no summary and general judgment pronounced, on such isolated facts.

The great broad stream of human activity and enterprise moves in accord with the principles of common sense. Whatever establishes itself as fulfilling a real human need has in that fact its sufficient and unanswerable justification. Which one of us is there who cannot name off-hand a list of patent medicines, many of them time honored household words throughout the land, others of more recent date, which we know by our experience and that of our families to be of real service and value in time of need?

There is an old proverb that every man by the time he comes to forty years is either his own physician or a fool. The meaning of this proverb, which is one of those pithy sayings embodying the wisdom of the ages, is, of course, simply that every person, in order to maintain his health, must apply his intelligence to the workings of his bodily organism and acquire the knowledge of what he

THE GALT REPORTER

Goes into the HOME. Let it carry your message there.

Sworn circulation over
4,200 copies daily

GALT REPORTER, LIMITED
GALT, ONTARIO

THE SPECTATOR

Hamilton's "Old Reliable" Newspaper

Local merchants who are on the ground and really know newspaper values have used The Hamilton Spectator most for years and years, because it brings them most results.

The Big Departmental Stores pay more per line to The Spectator than to any other Hamilton Paper—and they use The Spectator most. Its circulation is practically all home delivered. It is also the Great Want Ad. medium of its district.

SPECTATOR PRINTING CO., LIMITED
HAMILTON, ONT.

must do, and use, in order to keep it going effectively under the ordinary conditions of life. Emergency conditions necessitate the resort to the physician, or it may be to the surgeon; but in ordinary conditions recourse is properly had to the remedies which personal experience has proved to be reliable and effective.

A proprietary medicine, like every other article that comes before the public, has thus to make good on its merits. It has to meet competition. The law of the survival of the fittest applies in this field, as in others. It cannot, on the face of it, be argued with justice that only the patent medicines with the long established reputations are all right, and all the others are all wrong. But is that any more illogical than to say that no patent medicines at all should be countenanced?

The preparation of a proprietary article of curative or remedial character, the advertising of it, the building up of its reputation, and the maintaining of its reputation—all this is a business proposition, necessarily dependent for its enduring success upon the fulfilling of a real human need, upon the quality and excellence of the article supplied and upon its making good the representations set forth in the advertising announcements. In view of these plain observations, the attitude taken by a newspaper publisher who announces that he will print no patent medicine advertising at all is manifestly unjustifiable. It is the attitude of the man who is so determined to stand up straight that he falls over backwards, in a total misconception of what he is doing.

Not in any such irrational way can a newspaper rightly fulfil its duty of public service. The standard of advertising morality must be of general application; any wholesale rule of exclusion of patent medicine advertising is not the application of a standard but the abandonment of a standard. The Winnipeg *Free Press* takes the sane and reasonable view in regard to patent medicine advertising, that no announcements of a fraudulent character, designed to mislead by extravagant promises and assertions, or which in their language or appearance offend good taste, should be printed. In a word, that the rule which should apply to all advertising, should apply to the advertising of patent medicines.

The Winnipeg *Free Press* possesses thousands of readers who, living in cities and towns, are in the happy position of being able to take their choice between doctors and patent medicines when seeking alleviation from ailments. The *Free Press* also numbers among its subscribers many thousands who have no such choice of selection. These readers are scattered over the rural districts of the Prairie Provinces of Western Canada. With them it is not a matter of choice between doctors and patent medicines, but between patent medicines or nothing. The Winnipeg *Free Press* takes the view that any policy of wholesale

rejection of patent medicine advertising would be manifestly unjustifiable in the interests of the welfare of its readers so situated. With respect to the first named class, the Winnipeg *Free Press* will publish the announcement of any reputable physician and the advertisement of any reputable proprietary article, and these readers can take their choice. In making such a choice might not the opinion be safely ventured that the great majority of these readers, being by no means fools, will exercise a wise discretion?

POST OFFICE RED TAPE

WHAT is certainly one of the worst instances of official red tape of recent years, has come under our notice. In September issue we carried a two page advertisement for the Montreal *Star*, and we are informed by the postal authorities that the insertion of advertisements of this description is a breach of the postal regulations, and that our magazine cannot be carried through the mails under second class privileges if it contains any double page spreads.

A similar case occurred recently, the paper who suffered being the Winnipeg *Telegram*. The paper in question was denied postal privileges on the day in question and it was not allowed to go through the mails until the publisher's cheque for the full amount of the postage for the day at 3c. a copy had been handed in. As, however, this paper had not been notified of the amended regulation, an appeal was made to the post office general at Ottawa, who returned the cheque, stating as this was the first time the fact had been brought to the notice of the publishers, they were exonerated.

The regulation in question reads as follows: "The present postal regulation will not permit of advertisements being printed on sheets exceeding in size the regular pages of the publications even although folded to the size of the regular pages. In fact all pages of the publication must be of the same size, form and make up. This regulation prohibits the placing in a newspaper or periodical, a double page advertisement. In future publishers will be required to comply strictly with the regulations in this respect."

Unless publishers, not only of newspapers — of magazines and many other kind of periodicals, can find some way to circumvent this regulation, a very considerable loss of advertising revenue is likely to occur.

To my way of thinking, there is not the slightest defence for the actions of the authorities, which is high-handed to a degree, and imposes an unwarranted hardship on the publisher. I understand that the Canadian Press Association are taking the matter up, and strong pressure should be brought to bear on those in charge at Ottawa, to get this clause in the rules of the Department deleted.

The outcome of the agitation will be watched with interest.

ADVERTISING REDUCES THE COST OF LIVING

By Arthur M. Evans

SOME of the correspondents are asking whether the money spent in advertising does not add to the cost of living. It opens an interesting phase of the subject, for the development of advertising has been intimately connected with the progress of the United States and Canada from "raw materials" countries into "finished products" countries.

The back pages of the periodicals and newspapers in the files contain a pictorial history that often is more illuminating than the text in the body of the publication itself. They are mirrors of the times. From changes of fashions of dress to progress in invention, there is hardly a phase of our development that has not been reflected in the advertising pages.

But we are interested solely in the economics of advertising. Does it increase the cost of living? That is what we consumers are concerned with.

Advertising is a method of marketing. Judiciously used, it operates to the advantage of both seller and buyer. For the volume of business it produces it is the cheapest agency known, and that is why it has grown to such prodigious proportions.

But, does the consumer pay? Only as he pays for the labour and material that go into an article and for the cost of marketing and distribution. It is an overhead charge, and if it were not there its place would be taken by something vastly more expensive. A drop of ink does the work of a salesman.

So far as the necessities of life go the effect of advertising within recent years has been to accomplish standardization and to improve the quality. It does not operate as an added charge. Quite the reverse, for its effect is to increase the volume of business, and the greater the volume of business the lower is the price at which goods can be sold at a profit. We are getting cheaper and better goods than we could without advertising.

Reduced to tabular form, some of the chief economic operations of judicious advertising are:

Expansion of markets—This increases production and reduces the cost of the product and consequently lowers the price at which it can be sold at a profit.

Saving in service—When the customer goes to the store knowing exactly what he is after, fewer clerks are needed. This lowers the labour charge which the retailer figures into his expense before fixing his prices. Quicker turnovers of the stock are also accomplished, reducing the overhead expenses.

Competition is stimulated, resulting in improved quality.

Standardization of goods—Responsibility is fixed. The consumer knows just who is at fault if the goods are not up to the mark. Instead of blaming the grocer he blames the manufacturer, an in-

centive for the latter to keep goods up to standard.

Publicity — The people know more about their foodstuffs than they ever did before. Result: Purer food.

Economy in time—The advertising page is the customer's market place. It informs him where he can get what he wants at a price he can pay. It simplifies shopping.

Within the last quarter of a century the relation of the retailer to the sale and distribution of the goods has changed—this through the development of package goods and the brand system. Up to a few years ago the consumer went into the grocery store and purchased his goods by the pound. They bore no guarantee. For their quality he had to depend upon the grocer.

Nowadays the retailer stocks his shelves with package goods. The customer no longer has to rely on the judgment of the dealer, but picks his own brand. The manufacturer, instead of finding competition keenest in the matter of selling to the dealer, now competes for business among the consumers, the real test coming when his products are compared by the consumer with those of rival producers. This competition naturally makes for excellence, for the maker knows that the popularity of his article and consequently his volume of sales depend upon maintenance of quality.

Many students of the problem hold that the increased use of package goods has added to the cost of necessities, as the consumer pays for the cost of the boxes and wrappers. True enough, but the consumer had gained in quality of the article. In many instances the package idea has been carried to extravagant limits—for example, to pay for a heavy glass container at the price of its contents is the reverse of economy—but

A Constructive Agency

Our service in the directing and handling of *established* accounts which have come to us has been such as to give us distinguished standing, but the *constructive* work of our organization has attracted even greater attention.

Dunlap-Ward have shown several manufacturers of well-known non-advertised lines how advertising could be profitably applied in the sale of their merchandise, *and have applied it successfully*

If you would be interested in knowing something of the ideals and personnel of this *constructive* advertising agency, write us today for a little book that's just off the press.

DUNLAP-WARD
ADVERTISING COMPANY

ADVERTISING BUILDING . . CHICAGO
PENOBSCOT BUILDING . . . DETROIT

Strong and convincing agency copy

how many consumers would vote for a return to the days of packageless brandless goods? It is not only a sanitary method of distribution, but is one that has brought about standardization, and that is in the way of economy, for it means reduction of waste. The consumer is no longer buying in the dark, for the brand is his guarantee of quality. If he isn't satisfied he simply changes his brand.

The merchant who employs advertising wisely can do business on the smallest profit because most of his customers come to his

store knowing what they want. They can be served in one-fourth the time taken by the customer who has to look around and run from store to store to compare prices. The customer himself saves time, while as to the manufacturing end of the proposition, advertising expands the market, meaning increased production, which in turn means a decreased cost of the product. A concern that makes a thousand sewing machines a day can afford to sell its output at a lower price than one that turns out only a hundred machines a day.

Who pays? Well, here is the paradox. The consumer both pays and profits more than he pays, for without advertising he would pay more than he does for his advertised goods.—*Chicago Record-Herald.*

TRUTH IN CIRCULATION

An Address Given Before Retail Section, Associated Advertising Clubs of America, by T. J. Tobin, Advertising Manager, The Canadian Countryman

(*Continued from last issue*)

You have all, no doubt, seen the statements of some publishers who know their readers so well as to be able to give a lot of very interesting information as to the kind of people they are and in what surroundings they live—what percentage of them own automobiles — an approximate idea of the percentage who use well known trade-marked, advertised lines, etc. There is only one publication in Canada that has, to my knowledge, attempted anything of the kind, and the result was a large increase in business almost immediately.

There is a new weekly magazine in Toronto that in its anxiety to impress upon advertisers the absolute reliability of its circulation statements, reproduces on one of its editorial pages, in every issue, a voucher from the postmaster at Toronto for the number of paid subscribers in connection with which the post office has examined the original individual orders.

You have a right to any information from publishers that will assist you in making your advertising more successful.

To sell most efficiently any concern must know who its customers are, where they are located, and how best and most economically to reach them.

If you are selling over a considerable territory you probably require the circulation of a suitable medium by states or provinces, by counties and by post offices.

If you are catering only to a local field you have first of all to discover what class of citizens buys the goods you are selling and in what sections of the city their homes are to be found. When you approach the matter of advertising, you must know what papers these people read. You map out the districts that you have

A FAR BETTER WAY

BETTER to read a thousand advertisements offering articles you do not want than miss one offering something you really need. There is much wisdom in this. Has it occurred to you, sir, or you, madame, that once in a while you find through half an hour spent in studying the advertisements in your favourite journal something you have been wanting for years ?

LIFE would be difficult in this complex world without advertising. Every time you developed a need you would have to search for the article necessary to meet that need. To-day, with the aid of advertising, everything made and sold is described for you, week in and week out, in a series of useful little word-pictures made to be remembered, just when you want to satisfy any one of a hundred needs as it arises.

ADVERTISEMENTS do everything for you. You find a servant, a house, or a property by the advertisements. They tell you where to go for the holidays, and why—when trains and steamers start, and the cost of traveling. They tell you of fashions in the shops, of new and useful goods in the stores. They tell each day how a hundred personal and domestic difficulties may be solved. The advertisements are worth reading because they tell facts associated with every life—items of practical knowledge everyone can and must use sooner or later.

to cover and you are entitled to know from your local papers exactly what circulation they have in these districts.

An analysis of circulation of the papers in your city will reveal a lot of valuable information as to how your advertising may be specialized, and its value greatly increased.

If you do not handle your proposition in this way, there is bound to be very considerable waste. For instance, the advertising in papers circulating largely among the working classes, of rich oriental rugs, expensive period furniture, diamonds, automobiles, etc., is not likely to be very productive.

In most every city it is a comparatively easy matter to map out the various districts according to the buying capabilities of the citizens. With the circulation of your local papers in each district, you have valuable data to go ahead on.

There is no reason why the newspapers shouldn't be able to give you this informtion. And, they should be able, as well, to give the number of their readers, on any street, any set of streets, any block or any set of blocks.

Some papers may plead that they haven't a system of circulation records that makes this information available. They should have, and it won't be difficult for them to get one. I was shown a very excellent and very simple system in the office of one of the Toronto papers, the circulation manager of which told me that any of the above information requested could be furnished on an hour's notice at any time.

However, it isn't sufficient to know what is the amount of a paper's circulation. You are interested also in how that circulation was secured. Upon that depends, very largely, the subscriber's attitude toward the papers, and, consequently, his value to the advertiser.

Some papers are constantly working special stunts and special offers to maintain circulation. You are entitled to know how many of their subscribers have been secured in that way, how many have paid the full price, how many have subscribed through some premium, and how many are in arrears.

A special stunt may put on several thousand subscribers, and 952 of them may not renew. Another stunt is brought along promptly to make up for the loss, and so it goes. Yet you will probably be asked to pay for such a paper's circulation the same as if it represented 100% value to you. It is a fact that publishers very often get a rate for advertising not justified by the character of a good deal of their circulation.

As to subscribers being in arrears, I am told that once you subscribe to certain publications it's pretty difficult to get your name off their lists. Facts regarding subscribers in arrears would frequently prove very interesting to advertisers.

In the case of the newspaper that issues several editions a day, you should know what is the circulation of each edition. It is not

uncommon for some men to buy two or even three editions of the same paper, and, if the advertising rate is fixed in accordance with the total circulation, the men in question, would each be counted as two or three subscribers.

Where premiums are used you should know just how they are offered. Sometimes a premium given free is worth nearly as much as the regular subscription price. Under such circumstances it is quite possible that many people take the paper mainly to get the premium. Then, again, other papers have carefully selected premiums which they sell at full cost price, plus agents' commission, plus cost of delivery, and, in addition, get the regular rate for subscriptions. The circulation manager of one such paper tells me that, considering agent's commission and delivery expense as a charge against the circulation department, his premium department shows a profit of $6,600 for the past two years.

The paper referred to does not offer premiums with subscriptions for less than a year, and at the present time the minimum is 18 months. Experience has proven that of the premium subscriptions secured for 18 months, they renew 63%, and of those for 12 months they renew 52%.

A paper's policy regarding the acceptance of dishonest or misleading advertising has a decided bearing upon the value of its circulation to you. Where you find a paper permitting entry of questionable advertising to its columns you can figure that it has not the thorough confidence of its readers.

There is a further point not always appreciated. Other things being equal, space is worth more in a publication that educates its subscribers to become regular readers of advertisements than in a publication which does not. My point is well illustrated by a front page box that appeared in a Toronto daily directing attention to the advertising of the big stores as containing authoritative fashion information. Where the advertising is good enough this sort of co-operation on the part of the publishers may reasonably be asked for by the advertiser.

Just a word about the circulation figures in some advertising agency directories. Where a publisher declines to give any figures, the agency often puts in one that it believes to be somewhere near the truth. I've known cases where an agency guessed circulation to be several times what it actually was.

In conclusion, let me again emphasize my belief that the time is ripe for this association to take up the matter of eliminating the dishonest and misleading circulation statement, with the same earnestness that has characterized the work of eliminating dishonest and misleading advertising. I leave it to you as to whether or not a recommendation should be made in this connection. I am sure that a great deal could be accomplished by a special central committee working in conjunction with a special committee in each of the local advertising clubs throughout the United States and Canada.

WHAT'S DOING AT THE AD CLUBS

EDMONTON.

The local club has not yet commenced its winter activities, but the start of the 1913-14 session will be made in the near future.

We have received a corrected list up to September, of the names of the 170 odd members, and judging from the standing of the various members, a most interesting and instructive session is before the Ad Club of this progressive western city.

* * *

TORONTO

On Monday, the 15th of September, a jovial smoker was held at the club rooms, to inaugurate the social side of the club for the coming season. Well known club songs largely improved and added to, went with real gusto, and Ark Kent, Don Tuck, Dillon and Madden were on hand with melody of their respective choosing, whilst inimitable Jules Brazil tapped the ivories and monologued in his peerless style.

The whole of the company present proceeded to the Strand Theatre about 10 o'clock where a film was shown embracing several of the leading features of the Baltimore Convention. This was somewhat disappointing, and could not in any way be described as comprehensive, but the features of many well known advertising men were heartily greeted, upon appearance on the screen.

* * *

The many men interested in advertising in the Toronto field must certainly have had a lesson given them through the carefully prepared figures presented to the Ad Club by His Worship Mayor Hocken, at the weekly luncheon on Sept. 16. The growing amounts spent in advertising Canadian-made products would go a long way toward civic improvements for a year as was convincingly demonstrated.

In dealing with his subject, the Mayor presented figures compiled by his several departments which justify our claims to the most progressive city on the continent. We are spending annually amounts to better public health, recreation, and improving housing conditions which should be contained in a small booklet, and passed about intending to attract industries thereby creating an advertising account. It is a fact that most of the accounts of nationally advertised Canadian products are cultivated in Toronto. It seemed quite fitting that the men engaged in the production of these accounts should know something of the field in which they are produced. How many men selling or buying space in Toronto know that the milk they drink at Child's or Bowles' or any other cafe, has been chemically tested, and if not up to the standard is coloured pink and fed to hogs? Not many I wager. Can you locate the civic playgrounds and tell a stranger the number of attendants, the diversified sports played in season? You should be

able to. Your client is interested because it makes better working conditions for his help. Here we have an ideal natural location for a city in the best agricultural province in the dominion. You and I are telling of the immense circulation our several organs have, or asking how much of this commodity we are purchasing, yet neither one of us, could before having it from the mayor, give

This is the butcher of Spotless Town,
His tools are bright as his renown.
To leave them stained were indiscreet,
For folks would then abstain from meat,
And so he brightens his trade you know
By polishing with
SAPOLIO

Young housekeepers with a strong desire for cleanliness sometimes buy several kinds of cleansers.

Experienced housekeepers find they can economize by using only Sapolio.

You will find that one cake of Sapolio solves an amazing number of cleaning problems.

Sapolio quickly removes grease and grime from enamel ware — also floors, tables and shelves. —*That's cleaning*

Sapolio rapidly takes off stains, tarnish and rust spots from kitchen cutlery. —*That's scouring*

Sapolio gives a brilliant glitter to all tinware, faucets and shineable cooking utensils. —*That's polishing*

Housekeepers who want one economical helper which will serve three purposes—cleaning, scouring and polishing—use Sapolio. It cannot waste.

FREE TOY for the CHILDREN

On request, we will mail a Spotless Town Cut-Out for children. It consists of the Spotless Town background, 8½ inches long, and nine Spotless Town characters in color, which cut out to stand as placed in front of the Town. This make a very attractive miniature town for the playroom

Enoch Morgan's Sons Company *Sole Manufacturers* New York City

Spotless Town is always good

any concrete figures as to the expenditure of our taxes, we simply kick and say "Too High." Do you realize that you can get a cold drink of water from your tap twelve months of the year, thoroughly filtered and containing as near the chemist's formula at H20 as is possible. You cannot do this in more than three other cities in America. Here we have thirty-eight houses for working men already completed, which the poor man can rent for 6% of the investment. 6% is 6% and no more, but in some cases it is less. Is that not an attraction for manufacturers? Those of us who went to Baltimore, and saw "The Rocky Mountain Goat Trails," they call "streets," can push our chests out, and show the 1914 Convention not only streets, but ideal conditions everywhere. The Mayor has always been the friend of the Ad Club, and it is up to us for 1914 to sink these facts deep into every man that he may carry them home. The result will be that the speech Mayor Hocken gave us Sept. 16, will bear fruit as the Bay Tree in Sept., 1914, because Toronto will be advertised by advertising men from Land's End to Capetown, and round the other way. If you weren't at that luncheon you missed the masterpiece of Ad Club productions, and should make it your business to get the facts from someone who was there.

These weekly luncheons are not of the prosaic nature of the past. Chairman Rowe has been actively engaged in getting men of 100% efficiency, proved value as it were—His motto is "Satisfaction or money refunded." You see you take no chances.

* * *

"Instructive and inspiring" were the words used by Chairman Tedman in voicing the appreciation of the members, at the conclusion of Edward L. Cousins' address at the weekly luncheon on Sept. 23.

Mr. Cousins is Chief Engineer of the Toronto Harbour Commis-

sion and in very lucid language he described the various works which are already in hand for the improving, extending and beautifying of the Toronto Harbour. Reclamation of Ashbridge's Marsh and other points along the Harbour Front will add a very large area available for industrial sites and for Park purposes.

The speaker made a stirring appeal to the patriotism of the citizens, calculated to inspire the people of Toronto with that enthusiasm which goes so far to carrying works such as these to an early and successful conclusion.

The value of these improvements to the commercial interests of the city and their advertising value to the city in general, cannot be over-estimated, and the fact that the Dominion Government, the Board of Trade, and the City of Toronto have gotten together, insures the finding of the millions of dollars required for the scheme, and augers well for its successful and early completion. The details of the plan were pointed out by Mr. Cousins on a large, coloured map, which helped materially to explain the scheme.

* * *

The volume of literature on various advertising topics is increasing at such a rapid rate that it is very difficult for even the ardent student, to absorb it all, and fault can easily be found with a great deal of the matter now being printed, in that it deals so largely with theoretical views of advertising, and too little by far, with the practical side.

The Toronto Ad Club has not been slow to realize that the greatest value is to be derived from the talks of men who have made signal successes in their respective fields, and F. W. Hunt, advertising manager of the Massey-Harris Company, Limited, gave the first of a series of stories of success at the weekly luncheon, September 30th.

In a lucid and interesting manner Mr. Hunt described the methods by which the Massey-Harris Company have made such a distinguished success of their business.

He emphasized the necessity of co-operation between the advertising department and the sales force. Booklets with the Massey-Harris Company, play an all important part, and when it is realized that the products of this firm are distributed in over 50 different countries, it can readily be realized that an enormous quantity of literature had to be prepared for annual distribution.

Periodical lists from agents are required by this concern, giving details of the actual stock on hand, and these lists have been found very useful in regulating the output.

No details were omitted that might tend to keep the sales force and agents keyed up to the highest point of efficiency, and particular care was given to the study of local conditions.

No more interesting or valuable information can be furnished to an advertising man, than the details of actual stories surrounding notable business successes, and

further talks of this description will be heartily welcome.

* * *

"Advertising and Transportation are, perhaps, the most closely allied interests in modern business," stated J. E. Walsh, chairman of the Transportation department of the Canadian Manufacturers' Association at the luncheon on October 7th.

In a very lucid, and interesting manner, the speaker gave some account of the wonderful strides that have been made in land and

Clever use of illustration but badly balanced

water transportation during the last few years, and mentioned that there is a larger mileage of railroad per capita in Canada to-day than in any other country. This inevitably spells luxury, and someone has to pay the enormous cost of their operation and maintenance.

A somewhat startling statement was that to the effect that he recommended the stopping of mainline construction and the building of a network of branch lines. There were, he thought, sufficient main line facilities for many years to come, and the building of branch lines would tend to lower freight rates.

He could not see that the building of the Hudson Bay Line was a wise move, but if when the Panama Canal is open and made free for vessels of all nations, it will certainly be a very great benefit to the Pacific Coast and the Maritime Provinces.

Mr. Walsh spoke in some detail of the work of the Canadian Manufacturers' Association which now numbers 3,000 members, or approximately 85% of Canadian manufacturers. A number of questions were put, and answered in a business-like manner, and Chairman Tedman voiced the feeling of the meeting, that talks of this description are of very great value to all interested in the betterment of advertising.

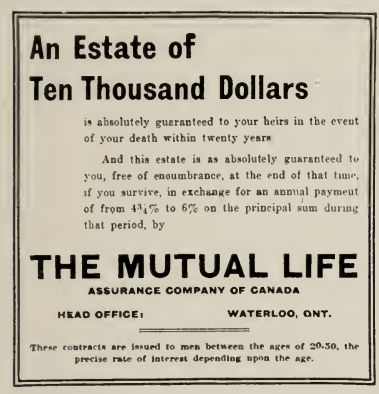
* * *

WINNIPEG

J. F. Wildman, general manager of the Office Specialty Company, was chief speaker at the noonday luncheon on Sept. 12th, and gave a thoughtful and instructive address on "The Negative and Its Value in Advertising."

Just as the good photographer used every precaution to obtain the right impression on his negative, observing with care the time, the position and the pose, so the judicious advertiser should study his advertising so as to make the right kind of impression.

The people were a vast film, the negative on which the business man had the opportunity of making his impression by good advertising. Emphasis was laid on the necessity for care in the development of the negative which could best be accomplished by efficient service, and the need of proper


An Estate of
Ten Thousand Dollars
is absolutely guaranteed to your heirs in the event of your death within twenty years
And this estate is as absolutely guaranteed to you, free of encumbrance, at the end of that time, if you survive, in exchange for an annual payment of from 4¾% to 6% on the principal sum during that period, by
THE MUTUAL LIFE
ASSURANCE COMPANY OF CANADA
HEAD OFFICE: WATERLOO, ONT.
These contracts are issued to men between the ages of 20-50, the precise rate of interest depending upon the age.

Strong argument, well displayed in small space

salesmanship to back up the impression made on the negative was illustrated by personal experiences.

There was a capital attendance.

* * *

The local club are doing a very good work in getting rid of fake advertising solicitors, and they have been keeping on the track of at least three propositions of this kind every week for some weeks past.

To protect merchants and assist solicitors of worthy journals in getting business, the club issues a certificate which it is well worth while for the merchants to ask to have produced. Recently two plausible solicitors cleared up considerable money among Winnipeg business men. These men posed as solicitors for a semi-monthly published in Ottawa, and stated that the surplus was to go towards paying off a mortgage on the Rideau Club.

Seeing that the journal in question only claims a circulation of 2,250, and that the charge of $200.00 was made for page advertisement, it can be easily seen that considerable amount of money went in the pockets of these fakers. The Ad Club immediately got in touch with the Rideau Club and the Ottawa publishers, and the scheme was completely exploded. Vigilance work of this description cannot be too highly commended. It shows that in this leading Western City there is a bunch of real live wires.

Economic Advertising

will most effectively cap the efforts of your advertising manager and solicitor to get business for your paper.

It goes regularly into the offices of our leading National Advertisers, reaching a class of desirable customers you may have failed to land, or of whose existence you are unaware.

Use its columns regularly !

It will pay you well !

Economic Advertising

The Canadian "Printer's Ink"

Mail Building TORONTO

COMBINING TWO OPPOSITE VIRTUES

By Tudor Jenks

THESE two are Brevity and Lastingness.

For the first there is no need to argue, since all the world is advocating it. The second is the neglected virtue; and all the world seems to ignore the fact that an impression, other things being equal, is in direct ratio to the time it lasts. Anybody may forget a stranger, more will remember a casual acquaintance, and few can forget a friend of years' standing.

So one may forget a line, will recall a paragraph, and can hardly forget a page or a booklet.

In an ordinary advertisement, there is room for both kinds of impressions. There should, we all know, be the catch-lines or the telling phrases, and also the longer and more explicatory text.

But it is a common fault to present these in such form as to lose the strength of both. The catch-lines are strung into the longer text, breaking it into fragments, and thus destroying the very continuity that makes the value of that part of the announcement.

The oldest masters of the art of impressing the public are the newspapers, and they are in accord in their practice. They give us the gist of the matter as shortly and sharply as possible, and then having won the attention of the glancer, they bring into play all the literary arts in order that they may play upon the minds of their readers.

If subheads and side-notes are introduced, these are used only as spurs to the attention, and push the reader on without detracting from the principality of the text-column.

Advertisements do not often follow these wise principles. If the longer text is continuous in thought, it is often broken up in make-up or in spacing or style of type. Advertising is still influenced by the exploded notion that people do not read it unless it shouts, or is presented to them with the force and inescapability of a surgical operation. These notions had some justification in the days when General Jackson was in the White House and advertising lay on the laps of the gods. But to-day—well, why tell you the old, old story of what advertising has become?

You are no longer bound to cry aloud to deaf ears; you are now sure of hearing, and have only to make your words weighty enough, or light enough, or telling enough to be remembered amid a multitude of counselors.

In our papers and magazines a hundred get each at least an instant of attention. Your task is to prolong that to a few minutes. —*Advertising and Selling.*

* * *

Cultivate acquaintance—especially your banker's.

Best Results From "TIMES" Ads.

NEWSPAPER advertising is the best and surest way for Manufacturer and Merchant to reach the great buying public. A paper like the "Times" that goes into the Homes is the paper for YOU to use, therefore, when making your Fall advertising campaign, see that the Hamilton "Times" is included in your list of **live newspapers. The Daily and Semi-Weekly** cover a large territory.

TIMES PRINTING COMPANY, LIMITED
Hamilton, Ontario

BURBA'S DARTS

Advertise nothing which fails to arouse your own enthusiasm.

* * *

It is a whole lot easier to look thoughtful than to deliver the thoughts.

* * *

Welcome is that visitor who appreciates the value of another's time.

* * *

You cannot dream yourself into business prosperity; you must get out and work for it.

* * *

The successful man gets ideas for his own business from everything he sees and hears.

Lots of people run down their neighbours who never owned a limousine.

* * *

There are many men in an organization who can say no—very few who have the authority to say yes.

* * *

In advertising, there is no wisdom like absolute frankness. To become worthy of the confidence of the public, take the public into yours.

* * *

"Give every man thy ear, but few thy voice.
Take each man's censure, but reserve thy judgment."

MEN AND MEDIA

THE Dominion of Canada owns thirty-eight per cent. of the world's supply of pulp wood, yet it is only producing four per cent. of the world's paper.

The United States has eighteen per cent. of the world's supply of pulp wood and makes forty-two per cent. of the paper.

* * *

G. G. Rooker has become advertising manager of the Fort William Daily *Times-Journal*. He was formerly the representative in Western Canada for the Toronto *Globe*, with headquarters in Winnipeg.

* * *

Industrial Progress is the name of a new monthly descriptive of the industrial development of British Columbia, which made its initial appearance in June. It will not be devoted to any specific trade or industry, but will contain the fullest information and reports of the varied manufactures of the West. The new journal promises to fill a long-felt want, and should have the hearty support of every branch of Western activity.

* * *

Some months ago we mentioned the invention of the Merten's intaglio printing press whereby fine half-tone screens can be used with the very best effect on ordinary newspaper stock. There reaches us from the National Cash Register people of Dayton, Ohio, a house organ containing a number of illustrations printed by this new process and the effect is remarkable in the extreme. The detail in every case is on a par with that to be found in the finest half tones printed on coated stock, and it is probable that only a short time will elapse before a number of our progressive publishers will install these presses in their plant. The development of this new feature in the printing industry will be watched with much interest.

* * *

C. Frank King, late advertising manager of the *Financial Times* has been appointed advertising manager of the Great West Permanent Loan Insurance Company, and kindred companies. We understand that Mr. King is to enter upon his duties at once.

* * *

Lord Northcliffe, the famous English newspaper proprietor and publisher of the *London Times*, was guest at the Canadian Club in Toronto, at a banquet on September 24th.

A very representative gathering of notables supported President J. R. Bone and Lord Northcliffe's address on "Newspapers" was much appreciated. He had some very nice bouquets to hand out for the Canadian Press, comparing it very favourably with that on the other side of the line.

* * *

Der Nordwesten of Winnipeg, the leading Western German paper, have recently added to their already up-to-date mechanical equipment by installing an 8-page duplex press and a number 8 linotype.

This should put this favourite paper in a better position than ever

before to render service to its advertisers and subscribers.

* * *

The British Whig, Kingston, forwarded a most interesting circular used in the interests of advertisers with a view to increasing Manufacturer, Retailer and Publisher alike.

It is in the form of a 4-page newspaper sheet, reproducing a num-

Gillette
Gillette
"You're the Razor for Me!"
"I never dreamed there was a razor made that could give me so quick and smooth a shave. What a fool I've been to go without you for so long!"
Thousands of men go through just this experience, for there's such a wide gap between the best shave you have ever got with an ordinary razor, and the velvet shave the
Gillette Safety Razor
is ready to give, right from the first time you pick it up.
The Gillette is so easy to handle—it works so naturally around the awkward spots—and it carries an edge so superlatively keen—that once you adopt it the troubles of shaving yourself vanish into thin air. Instead, you find yourself really enjoying the refreshing five minutes you spend daily with the Gillette.
You don't need to hunt around for a Gillette. Right in your own home town your Druggist, Jeweler or Hardware Dealer will gladly show you a Gillette assortment. Standard Sets cost $5.00—Pocket Editions $5.00 to $6.00—Combination Sets $6.50 up
GILLETTE SAFETY RAZOR CO. OF CANADA, LIMITED.
Offices and Factory—The New Gillette Building, Montreal.
457

Striking—but why so dear?

ber of advertisements of leading firms who are carrying space regularly in the *British Whig.*

Strong circular letters accompanying this were sent to the Agencies, Manufacturers and Local Retailers, and this original plan for increasing business is to be highly commended.

* * *

We have received first copy of a new house organ gotten up by the famous Burroughs Adding Machine Company of Detroit, by their well known advertising manager, E. St. Elmo Lewis.

The aim of the paper, which is profusely illustrated, is to bring about a closer relationship between the several departments of the Factory, Office and Field organization, and there are many of our large manufacturers who would find a similar house organ of a very great benefit to them in making for harmonious working between the different departments.

* * *

Charles Dingman of the *Montreal Star* has resigned to go to Winnipeg as editorial writer on the *Telegram.* Mr. Dingman has been connected with Montreal journalism for a number of years, first with the *Herald,* but chiefly with the *Star,* of which he has been assistant editor of the weekly edition.

Previously he was with the *Strat-*

Main 4155 Main 875
Main 4053 Park 17
North 103 Gerr. 886
Main 837 Coll. 2
Park 34 Gerr. 2478
North 5001 Gerr. 168
Coll. 811 Main 49
June. 833 June. 1574
Beach 45 North
Coll. 1010 June. 1011
Main 7104
THE VERY BEST
ROGERS COAL.
HEAD OFFICE 28 KING WEST TORONTO
A pure Anthracite coal --hard, bright and produces best heat.
ELIAS ROGERS Co. LIMITED
Head Office: 28 King St. W.
Main 4155

Intelligent use of small space, but too much 'phone.

ford Herald with his brothers, W. S. Dingman, still of the *Herald,* and L. Dingman, now with the *St. Thomas Times.*

* * *

The representatives of the six daily newspapers of Toronto were entertained by R. L. Paterson at his

beautiful villa, Fernwood, on Don Mills road. The outing is an annual affair and its principal feature is a lawn bowling contest for the Pater-

Every Living Thing Advertises
The Successful in Every Condition of Life Advertises
HOW you should advertise and where you should advertise depend on the conditions in and about your business.
It is a part of our service to investigate every phase of making and distributing—to determine thru such investigation how to advise and how to execute in order that our clients may secure the best results.
A wide knowledge of business conditions—manufacturing and marketing of many lines of goods—an understanding of the difficulties surrounding many businesses—a common sense plan for breeding your business by the application of those things that have made successes for others—all are a part of our advertising service.
A knowledge of ways and means, and experience in the use of many mediums enable us to advise correctly about the various publicity methods.
We have a competent staff of experienced copywriters, artists and printers. Our Press is equipped to furnish the best in the printer's art.
We investigate before we advise—we give service in everything.
The Green-Lucas Co., Inc. ...
31 West Fourth Street
Telephone 5281 St. Paul

A strong advertising agency appeal but inappropriate border

son Trophy, a massive silver loving cup.

The Globe team was victorious. The winners were Irwin, Leman, Nicholson and Hayes.

* * *

The appointment of a receiver of the bond-holders of the *Vancouver World* does not mean that this newspaper is to go out of business, but by October 1st we understand that the Receiver was to have been discharged and this leading Western daily will find itself in a stronger position financially, editorially and in the matter of circulation, than ever before.

The Vancouver World has become an independent paper.

* * *

The Monetary Times, of Toronto, publishes an interesting table on the level of food prices which shows that the increase in Canada is greater than in any other country named, and which must have a direct effect on its labour in its rapidly growing manufacturing interests.

Taking 100 as an index number, we find the following changes in the level of food prices since 1900

	1900.	1905.	1912.
United Kingdom	100	103	115
France	100	97	115
Germany	100	114	130
United States	100	113	...
Canada	100	111	151
Australia	100	101	116
New Zealand	100	107	116

* * *

Charles Ashley, well known in Canadian Advertising circles has joined the staff of the *Montreal Herald*. His vigorous and pursua-

The
Formal Showing of
Authoritative Styles
In Women's, Misses'
and Children's Wear
For the Autumn
and Winter of 1913
Will Take Place on Monday, Tuesday, Wednesday and Thursday
As a Particular Feature of the Display
A Grand Pageant of Fashion
Will be presented on a Special Stage in the Large
Lunch Room, on the Fifth Floor

Bold use of white space in full page display

sive methods should result in a further accession of business to this well known daily.

Edward Dreier, for some time Sales and Advertising Manager of the Metal Shingle & Siding Company of Preston, has joined the staff of the Curtis Advertising Company of Detroit.

* * *

A handsome booklet reaches us from the *Ottawa Journal*, illustrating the facilities of this well known paper, and showing the *Journal's* new eight storey fire proof building. A number of facts in reference to the policy of the *Journal* are included and the circulation and statistics of both the Daily and Semi-Weekly paper are presented in a concise manner. The printing and get-up are of a very high order.

* * *

At its meeting in Edmonton the Alberta and Eastern British Columbia Press Association decided to become a part of the Canadian Press Association.

Following a plan outlined by John M. Imrie, secretary of the Canadian Press Association, the local body was merged into the national organization.

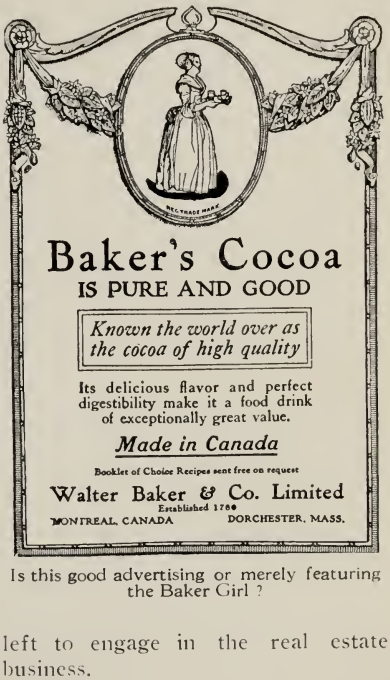
The meeting was attended by eighty publishers, who united in giving great credit to the retiring president and secretary for the entertainment and general arrangements. Officers were elected as follows:

President, F. W. Galbraith, Red Deer (Alta.) *Advocate*; first vice-president, W. Garland Foster, Nelson (B.C.) *News;* second vice-president, Charles Clark, High River (Alta.) *Times;* third vice-president, J. L. Ball, Vernon (B.C.) *News;* secretary-treasurer, J. B. Carswell, Red Deer *News*.

Executive committee, A. J. N. Terrill, Medicine Hat (Alta.) *News;* V. C. French, Wetaskewin (Alta.) *Times;* George Gordon, Ponoka (Alta.) *Herald;* W. A. Buchanan, Lethbridge (Alta.) *Herald;* H. M. Walker, Enderby (B.C.) *Press;* Past President, M. R. Jennings, Edmonton (Alta.) *Bulletin*.

* * *

H. P. Auger, connected with the *Montreal Star's* Toronto office, has left to engage in the real estate business.


Baker's Cocoa
IS PURE AND GOOD
Known the world over as the cocoa of high quality
Its delicious flavor and perfect digestibility make it a food drink of exceptionally great value.
Made in Canada
Booklet of Choice Recipes sent free on request
Walter Baker & Co. Limited
Established 1780
MONTREAL, CANADA
DORCHESTER, MASS.

Is this good advertising or merely featuring the Baker Girl ?

* * *

An Ad. Club has been formed in Montreal with the following officers: Honorary president, D. Lorne McGibbon; president, H. R. Charlton, advertising manager Grand Trunk Railway; first vice-president, W. W. Southam, manager Southam

Press; second vice-president, George Ham, advertising agent Canadian Pacific Railway; secretary, J. A. Holland, advertising manager Canadian Consolidated Rubber Company; treasurer, J. H. Thompson, Eastern manager Grip, Limited.

This very strong list of officers augers well for the club's success.

* * *

C. Tye and J. T. Lynde are new men on the Toronto staff of the *Montreal Star*. Mr. Tye was on the *Toronto Star* and Mr. Lynde spent the past three years with the *Toronto Saturday Night*.

* * *

Four district press conferences were held recently in Western Canada under the auspices of Canadian Press Association. The meetings took place in Regina, Saskatoon, Yorkton and Brandon.

They were largely attended and were pronounced most successful.

* * *

We all know how annoying it is to handle the present standard magazine owing to the way in which it is bound, and the impossibility of opening it up flat, so that the introduction in the current issue of *The Advertising World*, of London, England, of a new form of stitching which allows the book to be opened up flat is an innovation that has much to commend it. This is effected by a treble stitching with cover pasted on subsequently, and the idea may well be copied in many quarters.

To most men, experience is like the stern of a ship, which illumines only the track it has passed.

Index to Advertisers

OCTOBER, 1913

BRANTFORD
Expositor 12

CALGARY
Herald 10

COBALT
Nugget 10

EDMONTON
Journal 4

GALT
Reporter 20

GUELPH
Mercury 6

HAMILTON
News List 8
Herald 6
Times 35
Spectator 20

LONDON
Advertiser 4
Free Press 10

MONTREAL
Gazette 12
Star 2

TORONTO
Acton Publishing Co 14
Canadian Farm 8
Globe ..... Outside Back
Star ..... Inside Front
Woods-Norris Advertising Agency ..... Inside Back
World 18

WINDSOR
Record 4

WINNIPEG
Free Press 16

The Woods-Norris Way

Mr. Advertiser! What of 1914? There is no marking time in business—you must either **develop** or **lose ground**.

The Woods-Norris idea of service is far more than the placing of your advertising.

We investigate conditions, check up your distribution facilities, study your markets and make that **intimate analysis** so vital to the solution of your advertising and sales problems.

Let us get together. We will make a **frank statement** of the possibilities of your business from an advertising standpoint.

WOODS-NORRIS SERVICE has wonderfully increased the business of many large Canadian firms. Why not **yours?**

Write us. It will put you under no obligation.

WOODS-NORRIS LIMITED

Advertising Agency

Mail Building - - Toronto

WHEN AN AD-MAN
THINKS

TORONTO
He instinctively thinks

The Globe

It has been so for
seventy years, and
it's more true to-
day than ever.

LARGEST MORNING
CIRCULATION
IN CANADA

□□□□

Increase This Year
Over 4,000 Per Day.

Vol. 6 NOVEMBER—1913 No. 11

Economic Advertising

The Official Organ of The Toronto Ad Club

CONTENTS

PAGE

Straight Talks 1

Co-operative Advertising—Life Insurance Advertising — Theatrical Advertising — Ways and Means—A Golden Rule.

British Columbia and the Eastern Manufacturer.. 13

Recent Ads—Good and Otherwise .. 19

What's Doing at the Ad Clubs.. .. 27

Handling Men Successfully 32

What I Want from My Advertising Department 36

The Vehicle that Carries Salesmanship 39

Optimism from Headquarters 42

Men and Media 43

Index to Advertisers 48

Most Display Advertising Largest Circulation

During the past nine months The Toronto Daily Star—both as a newspaper and an advertising medium—has exceeded that of any previous year in its history.

¶ The Star carried over One Million Agate Lines of Display Advertising more than any other Toronto Paper in 1912

Toronto Daily Star

Brings Results to its Advertisers

Circulated in the homes of Toronto and its its surrounding territory, among people who have the money with which to respond to advertisements, The Toronto Daily Star affords one of the best advertising mediums in Canada. ¶ Liberal advertising in the Star will increase your sales.

Rates from Advertising Department or any advertising agency

Economic Advertising

The Official Organ of the Toronto Ad Club

Published in the interests of "more and better advertising"

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.
Condensed Rates, 3 cents a word; Minimum, One Dollar.

NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto.

Vol. 6. Toronto, November, 1913 No. 11

STRAIGHT TALKS

CO-OPERATIVE ADVERTISING

A MOVEMENT of considerable interest to Canadian advertisers has recently taken place in the Old Country—we refer to the co-operative advertising that has been running for a number of manufacturers of similar articles. The originators, we believe, were a number of Irish Whiskey Distillers, and their example and that set by the growers and vendors of currants in combining to advertise the fruit by a long series of reader and display advertisements has recently been followed by the manufacturers of cast-iron ware. At present many daily and weekly newspapers are carrying small display advertisements extolling the virtues of cast-iron pots and pans, and although in some cases the style of the advertisements is open to criticism, they doubtless cause many a housewife to consider the advantages of cast-iron utensils, and thereby serve their purpose.

Co-operative advertising has many interesting features, and could undoubtedly be a very powerful selling force if properly organised and managed. There are many unbranded manufactured articles sold through the retail stores to the public, the sales of which could easily be doubled or trebled within a comparatively short time if an advertising campaign was embarked upon. These advertisements of cast-iron cooking utensils, for example, must inevitably affect the sales of tinware and enameled steelware utensils, and it would appear

IS IT A COINCIDENCE?

Most city people are sadly out of touch with country life in Canada, particularly with conditions in the homes of the actual "dwellers by the road" whose numbers now exceed 3,500,000.

For instance, how many readers of *Economic Advertising* know that in the more thickly populated rural districts, many farmers enjoy a daily mail service quite as efficient in most respects as the city mail delivery system? In the Province of Ontario 800 rural delivery routes are now in operation, serving no fewer than 44,825 homes.

Rural mail service is introduced in a rural district when 50 per cent of the residents, on or contiguous to the proposed route agree to purchase and erect boxes. Each box costs $3.00. Naturally, the more thickly populated, the most prosperous and progressive communities were the first to subscribe for the service.

The 44,825 subscribers in Ontario represent the best rural families in the Province. Is it merely a *coincidence* that their numbers are only a few thousand less than the number of subscribers to the *Family Herald and Weekly Star* in Ontario? Is it not highly probable that the enlightened people who read the *Family Herald and Weekly Star* were the first to realize the advantage of the rural mail service and circulate petitions for its introduction in their districts?

It is altogether likely that a copy of the *Family Herald and Weekly Star* is deposited every Wednesday in 99 out of every 100 of these 44,825 rural mail boxes in Ontario.

Think what this means to the advertiser. Think ahead! A daily mail service to the best rural homes, with *parcels post* looming up on the horizon of 1913. It is time for quick action.

Write for further particulars to

The Advertising Manager

Family Herald and Weekly Star

Canada's National Farm and Rural Home Newspaper

Montreal - - - Canada

that the manufacturers of these latter goods would benefit enormously by combining to advertise their products. Where twenty or thirty manufacturers combined in such a scheme, the amount each would be called upon to subscribe would be comparatively small, and the increased demand for the goods produced would quickly repay the expenditure.

The retailer would be more willing to stock goods such as these if he was convinced that the manufacturers, by advertising consistently, would ensure a steady demand for the articles, and both manufacturer and retailer alike would benefit if the scheme were put into practice. One can think of a dozen different manufactures which could effectively be advertised if only the manufacturers engaged would recognise the wisdom of combining to advertise their industry as a whole.

The difficulty, of course, is that at present competition is keen, and there is much business jealousy between firms engaged in the same business. Each manufacturer, before he could be persuaded to embark on a co-operative advertising campaign, would have to be persuaded that he would benefit as much as his competitors. It should be obvious, however, to any keen business man that—particularly in cases where there are a dozen firms or so producing articles for which the demand is limited—advertising, by greatly increasing the demand, as it assuredly would do, could not fail to benefit the whole industry and each manufacturer individually.

One thing is certain—that here is a great source of advertising revenue which has scarcely been tapped. The difficulties are far from being insurmountable, and the advertising manager who succeeds in convincing the chiefs of the many industries at present unadvertised that they are neglecting a powerful business force by failing to make use of the press to increase the demand for their manufactures, will reap a rich harvest in the way of advertising revenue for his own paper, and benefit the press generally.

LIFE INSURANCE ADVERTISING

THE diversity of opinion which has been expressed with regard to the possibilities of boosting Life Insurance and rendering the solicitor's task an easier one, through the medium of the written word, compels attention.

Let us look at the question first of all from the view-point of the layman, so to speak, that is, the man who is not actually engaged in the insurance business.

It seems at first that nothing but benefit should accrue from any publicity that may be given to Life Insurance in the daily press. The insurance solicitor's work at best is extremely difficult. The attitude of a prospect immediately he is approached is antagonistic.

You Avoid Duplication

or at any rate the minimum of it when you use

The Hamilton Spectator

Truth wins in Hamilton as it does everywhere. Since The Spectator printed its circulation figures daily it has impressed local and foreign advertisers with its steady, consistent, result-giving value as never before. Its want Ad. Service is also the most effective.

The Spectator is the only local paper issuing open statements of circulation in a city of 100,000 inhabitants. It leads in city circulation by many thousands of copies daily.

Spectator Printing Company, Limited

HAMILTON, ONTARIO

Advertisers in Montreal Newspapers have found it profitable to include

The Gazette

in their lists of advertising mediums. Established for many years as the high-class morning newspaper of Canada's metropolis, The Gazette's circulation is unique in quality.

The Gazette Printing Company, Limited

Good money is not parted with just because it is asked for, and delays and excuses are made in practically every case.

Is it not logical to endeavor to get the prospect's mind in a receptive state, and is not the best way to do this to reiterate day by day in the paper he reads, the arguments why he should take a course which is to prove of benefit to himself and those dependent upon him? This cannot fail, you can imagine, on the face of it, to insure a better hearing for the solicitor when he comes to make his personal appeal, and the fact that the argument in favor of Life Insurance is before him at a time when he has leisure to allow it to sink in, helps to give it added weight.

One can well imagine what would happen to the insurance solicitor who called on a business man every day for a month. He would, of course, be shown the door in a very forcible manner.

A strong, regular argument carried in the columns of the press would be read, and if suitably presented would, if only for its cumulative effect, carry conviction. Yet, in face of these very strong arguments in favor of Life Insurance advertising, the fact remains that with one or two exceptions, as far as Canadian companies are concerned, no advertising better than the carrying of a card is attempted. The couple of companies that are doing press advertising, are putting out good convincing copy.

It is interesting, however, to note a few of the reasons advanced by the non-advertisers for not using the publicity of the press. They maintain that the hundreds of agents they have representing them in all parts of the country are the most effective form of advertising they can possibly have, and that they gain a tremendous amount of publicity from the booklets and leaflets which they distribute broadcast.

They further say that it has been proven time and again that newspaper advertising will not bring in sufficient business to warrant its cost, and furthermore, and this is perhaps the most important point of all, that there is a limit to the amount of new business which any life company can afford to write in any year, varying with the age and size of the company, and the amount of surplus it succeeds in accumulating. Non-advertisers maintain strenuously that in view of the fact that their operations cover every part of the Dominion a newspaper campaign would need to be a very comprehensive one and the cost of such advertising would be prohibitive.

These are some very strong objections to the use of the daily press for selling Life Insurance, and it seems, after looking at both sides of the question, that possibly this method of publicity is not the best available.

But a form of advertising which can easily be improved upon is to be found in the literature and stationery which the majority of

HELP THAT COUNTS

If the Service Department of the *Winnipeg Free Press* did nothing more than periodically disseminate statistics of Western Canada, its existence would be justified.

But the *Winnipeg Free Press* Service Department is more than a facts and figures bureau.

> *A firm manufacturing ready-made houses wished to give a demonstration in Winnipeg. They needed a site and permission from the civic authorities to erect a building. Their letter requesting the Winnipeg Free Press to make the arrangements was received at 10.45 a.m., and at 12.00 noon the same day, they were wired—not written—that the site had been secured and permission gained for the erection of the house.*

This is merely one instance of hundreds that demonstrate the flexibility of *Winnipeg Free Press* service.

> *A national advertiser after his advertising had started in the Winnipeg Free Press requested that the dealers be told that the campaign was under way. We were able to write him to the effect that two weeks before the advertising started Winnipeg Free Press representatives had made personal calls on every merchant who would be likely to carry the goods and had advised them that the advertising was soon to begin.*

Following its usual policy the *Winnipeg Free Press* has made no spectacular claims as to what it was doing or going to do along service lines, but any recognized advertising agency will tell you that the *Winnipeg Free Press* has been an invaluable factor in presenting authentic figures of conditions in Western Canada and in assisting advertisers to secure proper distribution in its territory.

In what way can the *Winnipeg Free Press* help you?

EASTERN REPRESENTATIVE

EDGAR J. GUY · Canada Life Building · TORONTO

insurance companies use. There has certainly been an improvement of late, but even at the present time some of the largest companies use the cheapest kind of letter-heads, booklets and forms, which do anything but advertise their company to the best advantage.

Too little attention is paid by many business houses to the stationery and literature which they send out. In fact, it is safe to say that in the modern movement for the betterment of advertising, improvement in this respect has been neglected at the expense of every other form of advertising. The letter-head, the letter itself, the catalog and the booklet cannot be given too great attention, and their advertising value is not to be over-estimated.

THEATRICAL ADVERTISING

THERE is, without a doubt, no class of advertising which has failed so pitifully to move with the times, in the way of measuring up to the standards of modern publicity, as theatrical advertising.

Refer to the announcements of theatrical shows in any paper you will, and nothing but the merest general publicity can be found. To say the least of it, theatrical advertising is twenty years behind the times.

To a large extent we think this is due to the fact that the newspapers have always been willing and even eager to devote large sized space in their reading matter columns, not only to the accounts of performances but also to reading "puffs," some days before the actual show. They seem to have been completely "sold" by the energetic press agent.

A little thought on the question makes one see the possibilities which theatrical advertising holds, and which up to now have never been utilized. Why do not the theatrical promoters *pay* for advertising space for their preliminary notices, giving the public some idea of what the plot of the play is, whether it is a drama, problem play, or a musical comedy, and other chatty information to arouse interest. Such information as this properly belongs to the advertising columns, whereas at the present time a few seats, judiciously handed out gratis to the newspaper staffs are sufficient to procure the fullest and most glowing reading notices.

Surely it must be conceded that it would be good policy for the theatrical promoter to create the greatest possible demand for the article which he has for sale? In this way he could feature the article which he has for sale—the empty seat in his theatre,—in just the same way as the manufacturer can create a demand for any commodity he manufactures.

Of course we are aware that the theatrical man relies to a very large extent for his publicity, on the bill-boards and doubtless this

AN INDEPENDENT PAPER FOR A PROGRESSIVE PEOPLE

The Daily Standard

has a larger bonafide circulation in the city of Regina than any other newspaper. Our lists are not boosted with names handed us by any political organization. Our subscribers are all paid in advance subscribers. Readers of The Standard are people most advertisers want to reach.

Special representative for Eastern Canada wanted

THE STANDARD PUBLISHERS, LIMITED
REGINA, SASK.

The New Home of The Herald

The Herald is the Want Ad. Medium of Calgary

The paper that carries the "Want Ads." is the paper that is read. THE HERALD publish daily, four, eight column pages of "Wants"—almost double the two other local papers combined.

THE HERALD has a sworn circulation of 20,000—all paid. It is the greatest advertising value you can buy in the West.

The Herald Publishing Company, Limited

Calgary -:- Canada

Edgar J. Guy, Eastern Representative
65 Canada Life Building, Toronto

form of publicity has proven, by long experience, to be a very profitable one or such large and continuous space would not be used. But specially at the present time, when the innumerable "movie" shows which are springing up in every quarter of our cities and towns must be taking away a considerable patronage from the legitimate theatre, we think the time is very ripe for theatrical enterprise to step in and utilize the advertising columns of the press to create a demand for their shows. But at the same time it does not seem to us very likely that theatrical people will be induced to part with any further money for advertising, so long as the newspapers continue to give them this free space. The remedy lies, to a large extent with the newspapers themselves. Let them band together and curtail this free reading matter.

Of course we realize that accounts of plays after they have shown have genuine news value when written by a disinterested and competent critic, but why should all this free space be given to preliminary notices of performances?

WAYS AND MEANS

LITTLE good would be achieved at the present juncture by attempting to give our readers anything like an authoritative account of the programme for the forthcoming convention to be held in Toronto, but in view of the early interest shown and the assurance of the Programme Committee consisting of Messrs. J. K. Allen, of Boston, A. G. Newmyer, of New Orleans, and C. W. McDiarmid, of Toronto, that the Toronto Convention will be radically different from any of its predecessors and that strong effort will be made to find a practical means of putting into force the Declaration of Principles passed in Baltimore, a very large and influential attendance may be looked for.

While we are assured that the entertainment side of the Convention will not be given so much prominence, during the day at any rate, as was the case in Boston and Dallas, yet the cost of preparing for and carrying through such a big convention as this is a very large one, and at a meeting held at the Ontario Club, Toronto, on November 6th, a "Ways and Means" Committee was formed to raise the necessary funds. Mayor Hocken occupied the chair and was supported by such well-known men as D. K. Ridout, A. E. Ames, G. T. Somers, Noel Marshall, J. E. Atkinson, J. F. Mackay, C. T. Pierce, Geo. Scroggie, W. E. Douglas, E. L. Ruddy, N. T. Bowman. Mr. Douglas Ridout will act as chairman of this committee and has already taken steps to secure a representative committee composed of Sir Donald Mann,

The Daily Nugget

Is the **only daily paper** published in Northern Ontario. General advertisers are alive to the purchasing power and the possibilities of the great Northern Ontario District. There is only one medium that reaches the large number of buyers in this district—the buyers that you, Mr. Advertiser, want to talk to—and that recognized medium is The Daily Nugget.

Our new rate card showing distribution of circulation will be sent upon request. It should interest you.

THE COBALT
DAILY NUGGET LIMITED
PUBLISHERS
COBALT -:- ONTARIO

FAIRLY BLANKETS THE FIELD!

In the prosperous city of London and throughout Western Ontario, no advertising is 100% effective unless the

London Free Press

is on the list.

More than 34,000 daily

The only morning paper in Western Ontario — West of Toronto—Western Ontario contains one fifth of the population of Canada — practically all English speaking.

The London Free Press Printing Co., Limited
LONDON - - ONTARIO
EDGAR J. GUY
SPECIAL REPRESENTATIVE
65 Canada Life Bldg. Toronto

There is a big market in Central and Northern Alberta for every kind of manufactured article. The Manufacturers and Wholesalers can develop this market by advertising in the

Edmonton Journal

(Sworn average circulation for September 16,035 copies daily.) Large as is the margin of Journal Circulation over other papers in the field, its tremendous pulling power can only be accounted for by extra quality as well. Increase your Alberta Business by using this valuable medium.

Write to-day for rate card and sworn circulation statement.

Published by the Journal, (Branch of Canadian Newspapers Limited,) Edmonton, Alta.

M. R. JENNINGS, Editor and Gen. Man.
JOHN MacLAREN, Business Man.

Eastern Representative, E. J. Guy, Canada Life Bldg. King St. W., Toronto, Ont.

Sir Edmund Walker, Sir Edmund Osler, Sir Wm. Mackenzie, Z. A. Lash, Sir Jas. Whitney, P. C. Larkin, R. S. Southam, and others.

With this class of men behind the Convention, any financial difficulties, which may have confronted the Toronto Ad Club, have vanished into thin air. It is a far more representative body of men than has ever been behind an Ad Club on this continent. A glance at the names alone will suffice to find recognized leaders in business, professional life and politics, wherever the English tongue is spoken.

All the gentlemen mentioned above are exceedingly enthusiastic, and it is quite safe to say that whatever amount of money it is necessary to raise will be easily forthcoming.

By the end of November it is anticipated that the programme will be practically complete, so that in our next issue we hope to be able to acquaint our readers very fully with the good things which they may expect to find in store for them in Toronto next June.

A GOLDEN RULE

THERE is a man conducting at the present time very successfully two large Eastern hotels and he is using a little psychology which has proved the very best advertisement he could possibly have.

One sentence taken from the rules of these hotels for the guidance of employees might very well be taken to heart with profit by many salesmen, and many employers might well, with advantage, call it to the attention of their employees.

The rule in question is, that it is not permitted ever to correct the pronunciation of a word spoken by a guest, no matter how flagrantly wrong it may be, and if the employee has occasion to use the same word, he must pronounce it in the same way as the guest. Thus an assumption of superiority is avoided and the guest is not humiliated or "peeved" by being corrected. The success which has followed the observance of this rule is proof positive of its wisdom and real advertising value.

The day returns and brings us a petty round of irritating concerns and duties.

Help us to play the man, help us to perform them with laughter and kind faces; let cheerfulness abound with industry. Give us to go blithely on our business, all this day, bring us to our resting beds weary and content and undishonored, and grant us in the end the gift of sleep.—*Robert Louis Stevenson.*

The Guelph Mercury and Advertiser

Established 1844

Is the only Guelph paper which gives a sworn detailed statement of circulation.

PRESENT CIRCULATION.

EVENING EDITION, 2960. (Practically 3,000.) Over 80 per cent. in the City of Guelph. Not given away, but sold at $4.00 per year, or 2c. per copy, in one of the wealthiest and most liberal buying urban communities in Canada.

WEEKLY EDITION, 4,500, all paid in advance, distributed in the best known farming section of the Dominion.

COMBINED PRESENT AVERAGE DAILY AND WEEKLY CIRCULATION 7,460 PER ISSUE.

General advertisers who wish to reach the people of Guelph, and of the splendid district tributary to it, can do so in no way so effectively or cheaply as through the columns of The Mercury, Daily and Weekly.

LE DEVOIR

QUALITY CIRCULATON

This is what is offered to the advertiser by **Le Devoir, Montreal.** Over 20,000 of the leading French homes reached daily, making it one of the strongest advertising mediums in Quebec Province.

In planing your campaign for 1914, see that your advertising man places **Le Devoir** on his list.

Western Representative:
F. W. THOMPSON, 56 Mail Bldg., Toronto.

J. N. CHEVIRER,
General Manager.

The kind of appreciation our Journal gets from leading national advertisers:—

"Please put us on the subscription list for the ensuing year for your very helpful little magazine, 'Economic Advertising,' at the same time forward your account and we will remit."

BRITISH COLUMBIA AND THE EASTERN MANUFACTURER

By C. L. Armstrong, Victoria, B.C.

SUCCESSFUL leaders of "Big Business" are bound to be practical dreamers. They must be men of imagination plus constructive ability. Such men are even now preparing to cope with the gradual but great change of conditions that is due to come about in Canada during the next decade. Contributing to this evolution the chief factors are railroad expansion along existing lines, the completion of the Grand Trunk Pacific Railroad and the operation of the Panama Canal. No man is farsighted enough to be able to say definitely to what extent each of these factors will affect conditions, but all must agree that the combined effect of these and other influences will be the opening up of a tremendous new field for the Canadian manufacturer.

The presence of vast stores of raw material in British Columbia has long since been known and has marked that province for observation the world over. Lack of transportation has, heretofore, retarded development, but within the past year or so great strides have been made in the task of throwing open formerly isolated areas. Great problems are being solved one by one and the stream of new life is growing swifter and deeper and broader each year. The time is at hand when the foundations must be laid for those enterprises which are to dominate trade in this new field in years to come.

A fair amount of analysis would indicate that considerations of time, cost of transportation, location of markets, etc., will necessitate Pacific Coast branches for established industries that will seek to compete over the new trade routes. Vancouver, the wonder city, offers increasingly advantageous facilities for the manufacturer; Victoria, the metropolis of wonderful Vancouver Island, a city that has always been looked upon as merely a residential centre, a tourist point of rare beauty, is developing remarkably as a manufacturing and shipping centre. There are other, newer points along the great British Columbia coast which offer the manufacturer everything he needs to establish his plant with, perhaps, one exception and that labor. The labor factor is one that is rapidly solving itself however, with the advent of immigration and the cheap fares that will eventuate from the operation of the Panama Canal will prove a further mighty element in the solution of this problem.

British Columbia may, with justice, be called an empire in itself. It is the mineral and timber province of Canada; its potentialities are almost incalculable. Take, for example, the line of the G. T. P. with its record grade through the

HAMILTON NEWSPAPER UNION LIST

is composed of country newspapers with a genuine subscription circulation.

□

More than 75 per cent. of all the newspapers in Canada are Country Weeklies.

□

No advertising proposition can stand beside continuous space in the Local Publications when country people are to be reached.

□

Country trade is valuable, and sticks. It is useless trying to capture it except through the Local Weekly.

□

The largest and most successful advertisers invariably use our list of Country Weeklies.

□

Sworn Circulation for 1912, 2,389,764

Weekly Average, 45,957

Hamilton Newspaper Union
Hamilton, Canada

1360 Post Offices in Ontario

¶ Receive each week a package of **Canadian Farms** for distribution to paid subscribers in their district.

¶ We have compiled figures showing the number of issues received each week at 50 Post Offices, where our subscription work has been pushed this summer.

¶ These Post Offices receive an average of 40 copies of **Canadian Farm** each week. They are located in one of the most fertile sections of Ontario.

¶ We are sending out Data Sheets giving this and other such information. If you are not receiving these and are interested let us know.

¶ **Canadian Farm** has now over 15,000 subscribers in Ontario, and a total of over 22,000 in the Dominion. Consider these figures and the **quality** of our stockman-farmer circulation.

Write us about our Data Sheets.

Canadian Farm
A WEEKLY AGRICULTURAL JOURNAL FOR THE DOMINION
12 E. Wellington St., Toronto, Ont.

Rockies, from the mountains westward it follows the valleys of the Fraser, Nechaco, Bulkley and Skeena rivers. These four rivers, with their tributaries, drain the most valuable area of good agricultural lands in the whole of British Columbia. When to this area is added the great valley of the Peace, with its rich resources, it does not require a very keen imagination to conjure up the volume of trade that will develop when real, active settlement begins.

In the valleys of the Bulkley and its tributaries hundreds of square miles of coal lands have been taken up. The district drained by the Copper river contains immense deposits of gold, copper and silver. Great alluvial deposits of gold are found in the Omineca mining region. The Babine range contains silver and lead of almost incalculable value, and, at the confluence of the Skeena and Blackwater rivers, 150 miles north of Hazelton, are found the great anthracite coal fields of the Groundhog Basin.

In the Coast District copper and gold deposits have been found on the Queen Charlotte Islands as well as heavy deposits of coal, copper, silver, and gold are being developed in large quantities on Observatory Inlet and in the Portland Canal district.

Stretching back from the coast line, ready at hand when wanted, are large areas of valuable timber containing mile upon mile of the finest spruce, hemlock and cedar. These vast forests merely await development. The cedar referred to includes both red and yellow varieties. The latter is particularly suited to the manufacture of furniture of a type that will be in great demand throughout the west. The same wood is excellent for the building of boats for which there will always be a large and steady

The Poor Man's University
"JONES knows more about motor cars than any other man I know," said a man to his friend. "He has obtained his knowledge chiefly from motor car advertisements, and the catalogues and booklets circulated through them."
"All I know about photography" declared a well-known amateur, "I have learned from the men who advertise cameras, plates, papers and films."
Advertisements have been well called "The Poor Man's University," but other than poor men have been schooled thereby.
Much of what the average individual knows concerning personal and domestic hygiene, modern office methods, books and authors, electricity, precious stones, investments, and almost everything else, he has learned from advertisements.
Advertisements have stimulated our intelligence, added enormously to our knowledge, and given us aspirations which have raised us to higher levels of thinking and living. Advertising is indeed "The Poor Man's University."

One of the new "Advertising Advertising" series. A little far fetched.

call. There are numerous deposits of high grade materials for the manufacture of cement and cement products while, sand, gravel, lime, iron—with ample fluxes—the basic rock of alum and of various cleansing compounds, and innumerable other raw materials.

Power sufficient to drive the wheels of a great nation is going to waste at present.

Then, there comes to mind an

The circulation of

THE ST. THOMAS DAILY TIMES

was never larger nor of better quality. Its more than 5300 subscribers are about equally divided in the city of St. Thomas (population over 17,000) and throughout the splendid agricultural district lying adjacent to it.

There is no Ontario constituency better able to buy things that advertisers have to sell.

The Times Printing Co. of St. Thomas, Limited

L. H. DINGMAN, President

Paper and City Are Both Growing

The Stratford Herald

is aggressive as to quality of the paper, its news service, and in securing permanent circulation. Present standing—

Guaranteed Daily Net Circulation Over 3,700

Guaranteed Weekly Net Circulation Over 2,350

The City of Stratford has likewise grown over 1,300 during the past year and now has 16,453 population. Include STRATFORD and THE HERALD in your lists.

The Stratford Herald Printing Co.
LIMITED
W. S. DINGMAN, President

THE GALT REPORTER

Goes into the HOME. Let it carry your message there.

Sworn circulation over
4,200 copies daily

GALT REPORTER, LIMITED
GALT, ONTARIO

industry that will always be among the front rank of British Columbian industries—fishing. This industry has already been developed to a considerable extent, but what has been done is the merest drop in the bucket. Salmon, halibut, herring among the edible fishes; dog-fish, rat-fish, cat-fish, among the non-edible fishes valuable for their oils; crabs and clams; whales—of all of these there is wealth untold, awaiting the development of the industry on large and comprehensive lines.

An example of what may be expected on a large scale is to be seen in the modern plants lately established on the Queen Charlotte Islands. Each of these has a thoroughly modern and complete equipment cold storage, ice-makeing apparatus, fertilizing plant and oil producing plant, together with the necessary power house, installation, fish wharves, etc., The fishing is done by steam trawlers mainly. These hunt on the banks and run into the plant only when they have a full catch. By way of comparison it may be stated that at Grimsby, Eng., one of the chief fishing ports of the world, there are about 1,200 vessels engaged. The city has a population of 100,000 all dependent upon the fishing. Grimsby ships daily about 1,500 tons of fish. The total investment in the industry amounts to more than $400,000,000. Yet vessels operating out of Grimsby have to make a voyage of from 1,000 to 3,000 miles to effect a catch. Vessels operating from British Columbia ports find their fares within 100 miles or less, thereby saving enormously in time and cost. For instance, eight hours of fishing in waters adjacent to Prince Rupert have produced 400,000 pounds of edible fish of 27 varieties.

In the matter of markets, home and foreign, one need only study the times and the trend of settlement and give heed to the probable results of the Panama Canal. The great steamship lines are, almost without exception, establishing themselves on the Pacific coast in anticipation of what is to be. Millions of dollars are being expended on harbor improvement from Prince Rupert to Lower California. The Inland Empire of British Columbia, lying back from the coast will present a hungry market for the products of the coast, and, behind that empire lies the empire of the Prairies. The question of the possibilities of the Oriental market is an enormous one. Conditions in China now point to an evolution there which should, in an appreciable time, have the effect of greatly enhancing the standard of wants. Conditions elsewhere are all favorable and the natural resources of British Columbia are eminently suited to the needs of the Oriental market. The trade with Australia and New Zealand will be increasingly important and, with the development of the commercial marine on the Pacific which is now at hand, the manufacturers of British Columbia will have the world to trade with.

Now, the living present, is the time to break the virgin soil and plant the harvest that is to be.

GET IN ON THE GROUND FLOOR

Any adequate description of the possibilities of marvellous British Columbia would read almost like a fairy tale.

Yet in no part of the world is there such untold and undeveloped wealth than in far Western Canada—wealth in minerals and timber, fruit, grain and fish.

As a field for the marketing of Eastern manufactures, British Columbia is unrivalled, and as a medium for exploiting Eastern products

THE SUN

with the **largest morning circulation in British Columbia,** holds pride of place. Over **22,000** individual subscribers daily

AND STILL GROWING

Ask any reputable agency. They know!

The Burrard Publishing Company, Limited
VANCOUVER, BRITISH COLUMBIA

Eastern Representative
EDGAR J. GUY, - 65 CANADA LIFE BUILDING, - TORONTO, ONTARIO

BE SURE THAT

The Stratford Beacon

DAILY AND WEEKLY
STRATFORD, ONT.

is on your list for that Fall and Winter campaign. Its lead in circulation and advertising patronage makes it indispensable in its district.

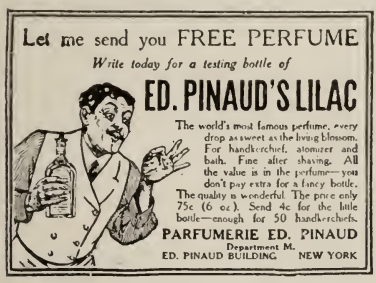
Guaranteed Daily Circulation 3,029

W. M. O'BEIRNE - Proprietor

RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

I AM not finding any fault with either the caption or the reading matter of the Pinaud ad reproduced, and the free sample idea is good, but I fail to see how the look on the face of the man in this advertisement can be construed into one of delight at having sampled such a delicious perfume. It reminds me exactly of the


Let me send you FREE PERFUME
Write today for a testing bottle of
ED. PINAUD'S LILAC
The world's most famous perfume, every drop as sweet as the living blossom. For handkerchief, atomizer and bath. Fine after shaving. All the value is in the perfume—you don't pay extra for a fancy bottle. The quality is wonderful. The price only 75c (6 oz.). Send 4c for the little bottle—enough for 50 handkerchiefs.
PARFUMERIE ED. PINAUD
Department M.
ED. PINAUD BUILDING NEW YORK

character in one of the early "Gaiety" pieces, where the fool man was continually in just such an attitude as this, picking imaginary flecks of dust off the chorus girls' gowns and remarking "Excuse me—a piece of fluff." Of course, the man in the ad is supposed to be sampling a drop of this probably excellent perfume, but the illustration is unfortunate and entirely unsuitable. Would not sprays of lilac worked into a border design have been more effective? Or possibly this is a case in which the much abused "pretty girl" style of illustration could have been worked in most effectively.

* * *

The Crown Trust Company's ad tells its tale in a few words that just hit the nail. Only a small proportion of people are capable of looking after their own business affairs, and to the class who have no knowledge of how to conduct their money arrangements this ad in small space should appeal very forcibly. The illustration, although simple, is apt. Just the money bag, the British Lion, standing for solidity and the chain border, emblematic of strength.

The Trust Company is a
Reliable Business Agent
Its services are specially offered to those who, by reason of inexperience in handling business matters, require a trustworthy adviser.
THE CROWN TRUST COMPANY
145 ST. JAMES STREET, MONTREAL

White space has been used to good effect, and I think this piece of publicity merits my approval.

* * *

From a Brantford paper I have clipped the Agnew Boot ad, with the striking caption—"Fourteen Hours Daily Your Feet are Encased in Shoes." This sets you thinking at once that more than ordinary care is required in the selection of your footwear. In logical order the ad then goes on to tell you of the value of this firm's shoes, and emphasizes the fact

The Acton Printing Service

Copywriters to supply ideas and get up reading matter in convincing form.

Designers to devise cover designs, illustrations and attractive color schemes.

A Printing Plant capable of the very highest grade of work.

If you are thinking of getting out any printing—anything from a leaflet to a ponderous catalogue—try Acton Printing Service.

'Phone for a salesman

The Acton Publishing Co., Limited
Job Department
Cor. Queen St. W. & Gwynne Ave.
Toronto

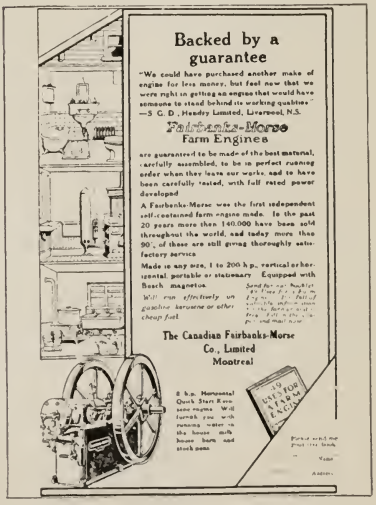
moreover, that at this store you not only get value and quality, but also the very latest thing in styles. The line of talk could hardly be improved on, but again, I do not like the illustration. As

SHOES OF QUALITY
FOR
WOMEN
Fourteen Hours
Daily Your Feet are
Encased in Shoes!
Stop to think when you select new Footwear.
Then you'll demand the perfect fit, the comfortable, flexible sole and the shape retaining features obtainable only in
OUR HIGH GRADE SHOES
Better still, you will get more genuine style value for your money
$3.50 to $6.00
than in any other make.
See Our Windows
JOHN AGNEW, Ltd.
Brantford's Leading Boot Shop

a shoe ad we would expect to see a little more of the lady's feet encased in these high-grade shoes, than appears. It might easily be an illustration for 1914 millinery or for some special brand of stole and muff.

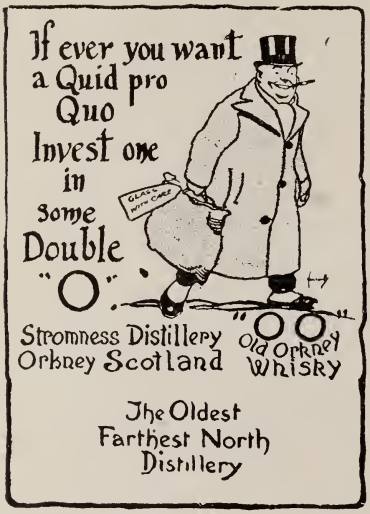
* * *

The Canadian Fairbanks-Morse advertising I have frequently had occasion to comment on favorably, and although the idea in the ad reproduced is no new one, the picture very aptly tells the tale. "Running water in every room" —a consummation devoutly to be desired. The short testimonial introduced has been used to good effect and capital has been made of the fact that in the past twenty years more than 140,000 of these engines have been sold, is proof of the worthiness of the article. The appeal to write for a booklet is well brought out, and as this advertising is appearing in leading farm papers, we feel that it must have received attention from a number of farmers, who would be only too glad to know how this Company's kerosene engine has forty-nine uses on every farm. Again, however, attention must be drawn to the unfortunate position of the coupon, which, as the ad appeared between two other advertisements, is in a difficult posi-


Backed by a guarantee
"We could have purchased another make of engine for less money, but feel now that we were right in getting an engine that would have someone to stand behind its working qualities."
—S. C. D., Hendry Limited, Liverpool, N.S.
Fairbanks-Morse
Farm Engines
are guaranteed to be made of the best material, carefully assembled, to be in perfect running order when they leave our works, and to have been carefully tested, with full rated power developed
A Fairbanks-Morse was the first independent self-contained farm engine made. In the past 20 years more than 140,000 have been sold throughout the world, and today more than 90% of these are still giving thoroughly satisfactory service
Made in any size, 1 to 200 h.p., vertical or horizontal portable or stationary. Equipped with Bosch magneto
Will run effectively on gasoline, kerosene or other cheap fuel
Send for our booklet
The Canadian Fairbanks-Morse Co., Limited
Montreal
8 h.p. Horizontal Quick Start Farm engine mounted. Will furnish you with running water in the house, milk house, barn and stock pens
10 USES FOR A FARM ENGINE

tion to clip. It would pay these people well to pay for such a position where the coupon could have been torn off with the least trouble possible.

It is a long time since I had occasion to lose flesh in the translation of "Arma Virumque Cano," and subsequent lines, so I am not quite sure what meaning to attach to the classic quotation in the "O.O." ad reproduced. I believe it used to mean "something for something," so that we will translate if "value for your money." The jovial old fellow with the "O.O." in his grip certainly looks as if the whole of this distillery's product was *not* contained in the receptacle labelled "Glass, with care," but his expression may be simply due to the fact that he is gloating over the anticipation of what is to come when he reaches


If ever you want a Quid pro Quo Invest one in some Double "O"
GLASS WITH CARE
Stromness Distillery Orkney Scotland
"OO" Old Orkney Whisky
The Oldest Farthest North Distillery

home. The ad, atlhough of the fool order, is, on account of the lettering, striking and attracts attention, but I cannot see any advertising value in the slogan "The oldest, farthest north distillery." I would be very interested to learn how far this series of advertisements have been instrumental in boosting the sales of "O.O."

* * *

In the Regal Shoe Store advertising a most unusual argument has been brought out, capital having been made from the fact

500 Montrealers Went to New York This Year to Purchase Regal Shoes

Since January last over 500 residents of Montreal purchased Regal Shoes in New York—a fact confirmed by the Regal System of obtaining the names and addresses of each purchaser.

"From this we assume that there must be many hundreds of Montrealers who WANT Regal Shoes, yet who are NOT aware that there is a Regal Shoe Store right HERE in Montreal where IDENTICALLY the same Regal Styles may be obtained as are shown in our Broadway Shops.

And that the Canadian PRICES for Regal Shoes are no HIGHER than our New York prices—because our Canadian factory ELIMINATED the duty charges that is usually ADDED to the prices of American shoes sold in Canada.

We Believe That We Are Partly To Blame

for not having SUFFICIENTLY informed Montrealers of the above facts.

But we are going to do it NOW.

The daily papers will carry the Regal message to EVERY man and woman who admires fine footwear, who seeks distinctive styles, who wants the greatest shoe comfort.

For we feel CERTAIN that if you ONCE purchase Regal Shoes you will wear no others.

The New Fall Styles in Regal Shoes are here.

Wouldn't You like to see what they are wearing on Broadway.

Regal Shoe Store

556 ST. CATHERINE ST. WEST

MONTREAL.

Headquarters for Holeproof Hosiery for men and women.

that five hundred residents of Montreal this year have purchased their Regal shoes in New York. Obviously, prior to obtaining this information the Regal shoe people in this city have not thought it worth while to use much publicity to advise Montrealers that they could buy this brand of footwear, identical and at the same price as

Government Crop Reports

Show that Saskatchewan had over Twelve Million acres under cultivation this year. The value of this crop will be not less than $125,000,000.

The reports also indicate a decided impetus to the live stock industry. An open market for cattle, sheep and hogs in the United States means better prices for these commodities.

Saskatoon is the strategic trade and railway centre of this great Province, is served by all three big Canadian Railway Systems, the C. P. R., C. N. R., and G. T. P., and logically and imperatively certain to reap much business from the harvest.

THE SASKATOON PHOENIX

Morning, Evening, Weekly, is the recognized news and ad. medium for Saskatoon city and for Central and Northern Saskatchewan.

EASTERN REPRESENTATIVES

EDGAR J. GUY, Canada Life Building, Toronto
Henry DeClerque, 800 Matlers Building, Chicago, Ill.

that which they could purchase in New York, but this advertising although a little late in the day, furnishes an exceptionally good line of talk, which I have no doubt will meet with a ready response. Little is said about the quality of the shoes and no mention is made of price. Just a line is given to announce that the fall styles are at hand for inspection and the inference is that the classy dresser is already acquainted with the goodness of this brand and this is sufficient information to get the public interested to come along and buy locally.

* * *

The exceptionally delicate treatment of the illustration in the White Company's ad reproduced calls for most favorable comment, but fault could easily be found that there is too much classic mythology and too little automobile.

To my way of thinking, this ad would have gained considerable strength had the machine been drawn in strong black and white which would have brought it up in strong contrast with the fine pen work of the rest of the illustration.

Another point which caught the eye at once was the unfortunate position in which this advertisement was placed, on the page from which I culled it. Immediately above it was a similar size advertisement of another motor car, in which a very fine half-tone illustration of the car itself in large size was included, and the White

Announcement

While no alteration has been made in the personnel of the Directorate of

Woods-Norris Limited

the firm name has been changed from the above to

Norris-Patterson Limited

Advertising Agency

Mail Building . Toronto

Advertisers and the Press generally will kindly note the change.

Company's advertisement was completely overshadowed by the stronger one above it.

Advertisements of this nature can only be profitably used for a

Alone
For its absolute correctness of construction, for the perfect control and noiselessness of its power, for its inspiring dignity of appearance, and for the studied attention to every smallest detail that provides complete comfort and relaxation, the White Berline stands unequalled.
THE WHITE COMPANY
74 Victoria St Toronto

very high class article, and doubtless the idea of the White Company is to impress readers with the quality of their production.

As an example of daring use of space, this advertisement is unique.

* * *

In the Thanksgiving Dinner ad of Cosgrave's there is not the slightest danger of thinking that this piece of publicity is gotten out for a poultry store. The turkey idea, while being given a certain amount of prominence is still relegated to the background and the cut of the bottle is the article on which the eye at once rests. This is exactly as it should be. The reading matter is snappy and convincing and set in suffiiently large type to be read at a glance. This sort of publicity, set in one hund-

FOR THE
THANKSGIVING
DINNER
The ONLY
Chill-Proof Beer
Cosgraves
(Chill-Proof) Pale Ale
Sparkling, pure, and nourishing to the last drop. Make sure there's a supply in the house by
ORDERING A CASE TO-DAY
On Sale at All Dealers. Bottled Purely at the Brewery.

red and forty lines by three columns should meet with a ready response.

* * *

THE TWO ESSENTIALS OF EFFICIENT SERVICE

First, technical knowledge of the work one has to do.

Second, knowledge of the fundamentals underlying all business success.

Develop your "Success Qualities"

The worker must develop his "success qualities," else no matter how much he knows about his business his effort shall result in inefficient service.

* * *

The best advertising is written in the key of B natural.

More Replies Than From Any Previous Advertisement

The E. B. Eddy Co., the Big Paper Makers, Find "The World" The One Best Medium

Hull, Can., Sept. 26, 1913.

The Advertising Manager,
The Toronto World, Toronto.

Dear Sir:

You will be interested to know that our Ad. of "Onliwon" Toilet Paper Fixtures in the late issues of "The World" has brought very many inquiries from your readers, more, in fact, than we ever received about any one Ad. before, and this when the Ad. had been running less than a week.

An important factor in the case is the prominent position you gave our Ad., or perhaps it was the article advertised and the gift that accompanied it; but whatever the reason, it is distinctly gratifying to know so many people have read our Ad. in "The World" and are interested in our wares.

It will further interest you to know that we are running the same Ad. in different parts of the Dominion; but so far have only received inquiries from Toronto.

You are at liberty to publish this letter if you choose.

Assuring you of our appreciation of the consideration and fairness we have met with in our dealings with you, we are,

Yours truly,
Advertising Department of
THE E. B. EDDY CO., LIMITED,
Hull, Canada.

"The World," with its large Toronto and suburban circulation, invariably produces the best results from the territory in and around Toronto.

It is the ideal medium for the retailer desiring a quick turnover.

WHAT'S DOING AT THE AD CLUBS

CALGARY

An Ad Club was organized at this point on October 29th, under the presidency of F. J. Illsley, the principal speaker being H. J. Roche, who has been a prominent factor in the success of the Edmonton Club.

The purposes of an Ad Club were explained by him in a lucid manner and the perfection of the organization is expected within a short time.

Accounts of future activities may be looked for in these columns.

* * *

EDMONTON

"Honest advertising is the world's greatest index," said J. F. Wildman of Toronto, a member of the vigilance committee of the Associated Advertising Clubs of America, in a talk on "The Appeal of Advertising," to 150 members of the Edmonton Ad. Club in the Empire auditorium at a noon-day luncheon on October 2. "Truth is the keynote of all good advertising," he added. "That is the only kind of advertising worth the while."

* * *

MONTREAL

The newly formed Montreal Advertising Club has elected these directors to complete the board: Guy Tombs, Canadian Northern Railway; Edmund Doremus, Dominion Cartridge Company; and G. Goddard, Lawrence A. Wilson Company.

A membership committee was elected, with H. V. Townsend as chairman, and the following members: H. F. Donahue, W. J. Cameron, H. A. Price, L. S. Bruner, James Peters and James Morrison.

* * *

TORONTO

One of the best known and brainiest members of the Toronto City Corporation, Ald. Dr. Morley Wickett, was the speaker at the weekly luncheon on October 14th. Dr. Wickett has made a special study for a number of years of modern conditions of living and his address on the "Ideal City" was a masterly and thoughtful dissertation on existing problems for Civic improvement.

Mere growth, the speaker maintained, amounted to nothing, in fact, a large increase in numbers alone, was a handicap to a city. Increased growth to be a benefit must be coupled with ideal health conditions, increased comfort and the general well-being of the citizens.

Dr. Wickett condemned in unmistakeable words, the tendency of cities in this continent to erect sky scrapers, maintaining that such buildings were in every way detrimental to the health of the citizens.

Local centres for the carrying on of civic government were recommended. A city would be better off if divided into a number of districts, with head quarters in

Success Follows "Times" Ads.

No large progressive Business Man to-day can do without advertising, and it is the newspaper that is read in the HOMES that brings the **best results—Such a paper is the HAMILTON "TIMES!"**

The only Liberal paper in a city of over 100,000 population.

See that the "TIMES" is included in your list of live newspapers. The Daily and Semi-Weekly cover a large territory.

TIMES PRINTING COMPANY, LIMITED
Hamilton, Ontario

Windsor District increased in population last year, 5,000.

Windsor increase in assessment last year, $5,000,000.00.

The Evening Record's increase in circulation, **1,500.**

Advertising space used in *The Evening Record*, week ending

November 2, 1913, 7,088 in.
November 2, 1912, 5,340 in.

Increase, 1 week, 1,748 in.
Daily increase - 291 in.

The Record

is the only effective advertising medium in Essex County.

Economic Advertising

will most effectively cap the efforts of your advertising manager and solicitor to get business for your paper.

It goes regularly into the offices of our leading National Advertisers, reaching a class of desirable customers you may have failed to land, or of whose existence you are unaware.

Use its columns regularly ! It will pay you well !

Economic Advertising
The Canadian "Printer's Ink"
Mail Building **TORONTO**

each district, as this plan would banish much of the existing apathy.

He advocated a metropolitan area within a radius of 20 miles of the centre of civic life, which could only be made practical by the introduction of wide spread transportation facilities. Transportation was the keynote to success in the Ideal City.

The address was exceptionally well received and Dr. Wickett afterwards replied to a number of questions put by members.

The President announced some important changes in the directorate of the club: C. V. Coombs being appointed publicity manager; McKay, of Lever Bros., Treasurer, and Davidson, Secretary. F. G. McKay still retains the post of Honorary Secretary.

* * *

Hector Charlesworth, the well known dramatic critic was guest at the first monthly dinner on Oct. 16. He was in a reminiscent vein, and in a very happy style told a number of anecdotes relating to famous actors and actresses he had met.

Some of the methods related by which publicity is obtained by the Theatrical profession were ingenious in the extreme, but for the real artist, fake stunts carried no appeal at all. Actors, he maintained, should be forgiven for desiring publicity. The public is a fickle jade, and actors are easily forgotten.

Frank Madden, Ark Kent, and Jules Brazil rendered selections. The silver cup, won by Race Hocken in the recent billiard tournament, was awarded.

* * *

Photography in advertising was the subject of the Weekly address on October 21. Fred Booth, of Pringle & Booth, Toronto, in an instructive address, relieved by many humorous and personal experiences gave a number of point ers for the better employment of Commercial Photography.

Fake photography was explained in a very happy manner. The real art of the commercial photographer, Mr. Booth maintained, was to do away with the necessity of retouching.

Photography played a very prominent part in many kinds of businesses. The keeping tab on buildings in course of erection, in legal disputes, in real estate for sale, and any number of other commercial activities were simplified and made more accurate by the use of the truth-telling photograph.

The real mission of photography is to show things as they are, and in this respect it continues to hold pride of place in advertising.

The *Weekly Blast*, the new snappy sheet of the Toronto Ad Club made its first appearance at this luncheon, and cannot fail to provide a channel for the promotion of the social side of the Club.

Charlie Coombs of the Toronto *Globe* is responsible for its production.

* * *

Theory is entirely good in its place but the greatest practical benefit is to be obtained by listen-

ing to talks by the big men who have "made good," and a man in this class, W. S. Dinnick, president of the Dovercourt Land, Building & Savings Co. Limited, proved of the greatest value to the large number of members present on October 28th. In dealing with real estate and the methods which back up sales campaigns and make them successful, Mr. Dinnick emphasized most strongly that the successful and worthy real estate corporation was a solid proposition and that there was ample proof that lasting success could not be looked for by any fake or misleading methods.

The whole country was suffering from the real estate boom in the West, but he thought that development was being hindered largely by the arm-chair critics, who have no true knowledge of facts.

The necessity of a thoroughly organized service department in a successful real estate firm was emphasized, and a dominant personality in any corporation was an absolute essential. Conferences were strongly recommended, and the genuine enthusiasm of every member of the staff was necessary, if the prospect was to be sold. Booklets, bill boards, newspapers and circular letters represented the largest amount of real estate advertising, and the most successful newspaper ads. were spectacular efforts hedged about with dignity and truth. As regards newspaper advertising, the speaker from his own experience had found that very few direct returns could be accounted for, unless an easily detachable coupon was included.

High-class litho booklets, post cards and calendars were recommended to enhance the corporation's reputation, and the policy of the firm never to cancel a lot owing to non-payment of instalments through sickness or other unavoidable cause was highly commended and evidently met with the approval of the audience. Mr. Dinnick proved himself a most able and lucid speaker, and

F. H. ROWE
Chairman, Educational Committee, Toronto Ad Club.

there was a remarkable demonstration of approval at the close of his address.

* * *

The most successful entertainment in the history of the organization was the verdict of the 100 people present on November 3, at the first Ladies' Night of the Toronto Ad Club. The programme was decidedly novel, one number, "a musical chalk talk," by D. H. Bissell, being very entertaining. The Peake Sisters, in the role of seven disappointed old maids, kept the audience laughing with their woeful tales of disappointed love and their advice to young men and women contemplating matrimonial ventures. At the conclusion of the programme Mayor Hocken complimented the members of the club upon the success of the evening. Jules Brazil and Norman Bilton also contributed largely to the success of the evening.

* * *

VANCOUVER

At the instance of the Advertising Committee of the Progress Club, a meeting was called on October 22nd to draw up a programme in connection with the convention of Pacific Coast advertising clubs to be held in Vancouver next summer.

It was agreed that an advertising association should be formed to take part in the work involved, and the following were appointed as a committee for this purpose: Messrs. Beals, Norton, Schroeder, Harradine, Carswell, Dingman and Russell.

Much enthusiasm was evinced and a further meeting will shortly be held when the Executive Committee will report.

* * *

WINNIPEG

E. V. Clarke, of the Joint Movement Committee of Minneapolis and C. Frank King, of Toronto, were guests of the evening at the general annual meeting and dinner held on October 15th.

W. J. Voisey, Secretary and Chairman of the Vigilance Committee, told what had been done in the elimination of the fakers, and stated how Winnipeg had early in the movement recognized the necessity of such a committee in the West. Gratifying results had been obtained and reference was made to a number of fake promotions which have already received publicity in these columns.

Chairman E. J. Ransom made reference to the series of illustrated lectures on the "Tools of Advertising," which will be given under the Associated Clubs' auspices during the coming year by C. B. Nash.

Officers for the coming year were elected as follows: Hon. pres. E. J. Ransom; president, H. W. Dailey; 1st vice-president, E. H. Hamilton; 2nd vice-president, W. A. Oakes; treasurer, J. H. Murphy; secretary, W. J. Voisey; executive committee — Messrs. Keester, Marshall, Barlow, Wheatley, Arnell, Saults, Smith.

HANDLING MEN SUCCESSFULLY

By T. E. Ward, Manager Copy and Service Department, MacLean Publishing Co., Toronto.

WE hear a great deal in a superficial way about handling men; much has been written upon the subject—much more will be written. Successful business men tell us how they handle men and give us suggestions from their own experience. Some men are intuitively quick at sizing up character, others require long experience and make many blunders and mistakes before they acquire any degree of proficiency in dealing with men without causing disruption, irritation or misunderstanding. But intuition with experience is not alone sufficient for handling men, neither is aptness in perceiving character an adequate quality for handing men successfully. Some thing more than the mere persuading a mind to come over to your viewpoint is required. To salesmanager who inspires his salesmen and sends them out enthused and primed so that they increase their sales in a territory that has already been well covered, is handling men successfully, but only to a certain point, if he stops there, and the degree of success falls far short of what it aught to be if he would handle men, not only to enthuse and prime when the necessary selling fire has died out, but also to get 100% efficiency out of each individual. To do this, the business man, the salesmanager, yes, and the salesman himself, must depend not only upon intuition and experience, but to these factors must be added definite, concrete knowledge; they must know the science and art of character analysis. There are few today who will deny the science of salesmanship, the science of business, and before long we will have the science of advertising—for what is science but classified knowledge?

The business world today realizes that there are underlying principles of business which can be classified and reduced to rules to serve a practical purpose. Just as we have the science of astronomy which is the classified facts which intelligent observers have learned concerning the stars, the science of mathematics, a classification of knowledge concerning numbers, so we have also the science of human intelligence and the art of character analysis, which is greater than other sciences because it is the science of humanity itself. Moreover, it is a science that business men cannot ignore if they would have an efficient organisation manned by efficient men. When business men give their time to this science the problem of the incompetent workman which few if any business organizations are without, will cease to be a problem, for what is an incompetent workman but a man who is wrongly placed in occupation?—an occupation that

he never was intended for and never will be proficient in. We call them misfits. But misfits cost millions of dollars to the commercial world, and thousands of dollars to the individual employers; a loss, from which few escape. I believe it can be said without fear of contradiction, that there is not a business corporation or a business man anywhere in Canada that is not at this present time paying wages to incompetent or misfit employees, simply because the science of the human intelligence and the art of character analysis is not understood. Handling men by tuition or experience has not eliminated the misfit—experience eventually rids us of him—costly experience which often means the trial of many men and the consequent salaries before the right man is secured. Until the business man or salesmanager can secure the right man for the job, first, without taking the man's say so, or without trying him out, he cannot claim to handle men successfully. To handle men successfully is to be able to pick out your man from a dozen or more and be perfectly sure you have a man exactly suited to the job. Moreover, you must know wherein your man's strength lies and what his weaknesses are, whether he will co-operate harmoniously with his co-worker, or workers, with whom he will make an efficient working team, and whether, if it be a salesman, it would be wisest to send him out on a salary or a commission basis or both. Some firms have a policy which treats all the men in the same way, only differentiating in degree to the amount of salary paid, regardless of the fact that some men will make more sales on a commission basis than on salary, and vice versa. No two men are alike and no two men give the same results from the same treatment. It is not sufficient to know a man's temperamental qualities; you must know the measure of his brain power. The brain is the keyboard of the body and the central seat of intelligence, but there are three modifying influences which must be taken into careful consideration without which it is impossible to correctly gauge the brain power—and it is in a perfect understanding of these influences that the science of the intelligence comes in and the art of character analysis is made possible. The three great modifying conditions spoken of are: 1st. The state of health. 2nd. The quality of the organisation. 3rd. The temperament of the constitution, and it is from the careful study and intelligent understanding of these conditions that the business man of the near future will learn to get the greatest amount of efficiency with the least effort from his employees and bring about a harmonious condition with every man working and loving his work because occupied with the task that nature fitted him for, keeping in a prime condition of health by the influence of an environment, which is best suited to his development.

When the business man understands the art of character analysis,

Service and Cooperation

The finest recommendation that any Advertising Agency can have is that of clients of many years' standing who speak in the most glowing terms of its cooperation and service.

We do not profess unduly, but we can refer any advertiser or prospective client to the way in which we have handled the business for many leading Canadian advertisers for whom advertising has spelt "success" with a capital "S".

We only ask an opportunity of being able to get in touch with you, when we know we can get together for our mutual advantage.

Write or wire at our expense, asking our representative to call on you.

Norris-Patterson Limited

Advertising Agency

Mail Building -:- Toronto

if he is a salesmanager he will never send out a man of the type illustrated in Fig. 1, on a commission salary, neither will he send out a man of the Fig. 2 type on a straight salary basis, but with his better understanding he will reverse the order (and send No. 2 out on a commission basis, and No. 1 on a salary), because he will know that Fig. 1 has not the faculty known as aquisitiveness and consequently will not strive hard to secure more orders than is necessary to keep things going when working for himself—for that is what a commission amounts to, working for one's self, but put this man on a salary and he will work hard to earn it, be-

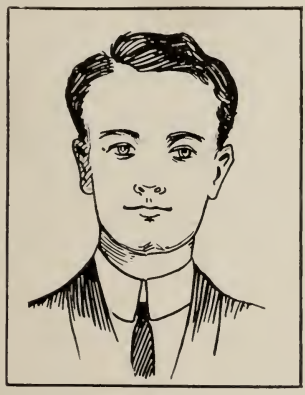


FIG. 1

cause his faculty known as conscientiousness is strongly developed and will not allow him to dwindle away the time he is being paid for. The Fig. No. 2 type is just the opposite—he is very acquisitive, but not bothered with a conscience that will give much worry, put him on a salary, and he being acquisitive, a faculty which gives him the desire to get all he can for himself, will do just as little as he possibly can to keep his salary, but put this man on a commission basis and he'll work like a trojan, because the more orders he closes

FIG. 2

the more green backs will bulge his pockets—*his* pockets—for now he is working for himself, but on a salary pay he is working for the boss and the boss gets no more than is coming to him if he gets that from a man of this type. Yes, it makes a difference, and as already mentioned, there are many salaried men who should be on commission and many commissioned men who should be on salary.

(*Continued in next issue*)

* * *

It is better to have a customer kick at the price than to have him dissatisfied with the quality.—*Dodge Idea.*

WHAT I WANT FROM MY ADVERTISING DEPARTMENT

By Wilfrid Hill, Managing Director of the County Chemical Co., Limited, Birmingham, England

THE nature of the service of the advertisement department must be regulated to a very great extent by the nature and scope of the business, but at the same time there are certain well-defined requirements common to the advertisement department of all businesses, and upon these I shall endeavor to enlarge.

The advertisement department is the very natural outcome of the development of advertising—our grandfathers knew nothing about advertising as we operate it today. The advertisement department is in very many respects the brains of the concern, the propelling force, the very foundation of the business edifice, and woe to the firm that endeavors to build upon anything but the foundations of good goods, sound value, and sane advertising.

I have sometimes thought the term "advertisement" department a bit too vague to be readily understood. I much prefer the words "creative" or "development." To begin with, then, I want my advertisement department to be a "development" department. To it I want to look for ways and means of extending my present field of operations, of increasing my output, improving my profits, of enhancing my business reputation, and the demand for my products. To it I also want to look for ways and means of holding what I have already won.

Now as to the man. No ordinary individual is capable of filling the post. The man I want must possess certain qualities—he should possess others.

He must be a well-read, well-educated man.

He must be a keen judge of human nature.

He must be a worker.

He must be able successfully to control subordinates.

He must be tactful and diplomatic, with a ready ear for suggestions.

He must know how to turn down the unpractical suggestion in such a way that the fount of suggestions may not be dried up.

He must not be egotistical. He of all men must realize that there are other brains as keen as, or keener than his at work, and he must be prepared to rise to a point from which he can successfully compete in the battle of enterprise and originality.

He must have a keen knowledge of the value of money and its power.

He must have passed through the school of practical experience in money expenditure.

He must have made mistakes—for the man who hasn't made mis-

takes has generally got them yet to make.

AN ARTISTIC TEMPERAMENT

He should possess a strong vein of originality; he should be of an artistic temperament, able to see the "pretty" side of things; he should be a strong man—one not too easily moved from a view which he believes to be sound and practical; and he should be tolerant —that is to say, he should endeavor to see all who call upon matters relative to advertising, as without some such method he will certainly miss the occasional bit of wheat which is found in the chaff presented in the ordinary way by the ordinary advertisement canvasser.

From the men I expect loyalty, and I place that in the very first rank of essentials. It stands to reason that the advertising manager, if he is to run a successful department, must know all about the goods he has to find markets for —their weak points as well as their strong ones. In short, his position is to a great extent "confidential." Therefore, I look for loyalty not only to me personally, but to the goods, the system, the management, and to everything and everybody about the establishment. The loyal advertising manager never talks casually or indiscreetly.

He must be watchful. Business is a serious undertaking; it is a commercial battle—a continuous battle, for there is no real peace in the history of ordinary commerce. He must be familiar with the plans and schemes and movements of the firm's competitors.

NEW FIELDS TO CONQUER

He must also be on the look-out for new fields to conquer; but his watchfulness must be controlled by sound and matured judgment for it is when undertaking any real departure from the ordinary campaign of the business with which he is associated that judgment, and sound judgment, is essential.

The value of my advertising manager would not be based necessarily upon results from big expenditure. The "Multum in Parvo" is one of the requirements I should look for from the man controlling my advertising department and he is the man who is required in the young businesses which are coming into existence from day to day. My advertising manager must have the qualities of thrift and care and judgment. He must realise that in advertising expenditure some sort of harmony must exist between that expenditure, the business exchequer, and actual results.

My advertising manager should be possessed of qualities of self-reliance and firmness, and should have the ability to say "No." He should decide his appropriations quarterly if possible, and limit as far as it is expedient the appropriation to the period.

He must also have the qualities of continuity and thoroughness, have a good follow-up system, and see that system worked to its best advantage. There is so much to be gained by the judicious pursuit of inquirers. The Americans are specialists in this department of

business development, and much can be learnt by a study of their methods.

My advertising manager must be on the best possible terms with my sales manager. They must work harmoniously together.

I should expect in my advertising manager a knowledge of advertising values. He should know what ratio circulation and literary excellence bears to advertisement charges.

He should have almost an intuitive knowledge of the value of advertisement position, and he should again have an intuitive knowledge as to the class of readers who would be purchasers of the commodity advertised. My advertisement manager must have some knowledge of bookkeeping and accountancy. This is essential in the important department of adopting systems for the checking and revising of proofs. In the important department of advertisement writing he must, before all things, have an intimate knowledge of the article he is attempting to sell. If he can make a personal use of the article, he must personally use it. He should be familiar with the manufacture and production of the article he advertises. He should have free access to laboratory and factory, and should ask for and obtain from chemist or manager or workman all information likely to assist him in placing his arguments before the public.

Coming to the question of arguments—he should grasp the fact that he is not only an advertisement writer, but a hypnotist. For what, after all, is advertising but a form of public hypnotism? The advertisement writer must be careful in his choice of his arguments. He must be temperate in his claims and statements. He must not unduly exaggerate, or his hypnotic influence will be disappointing in its effect. He must be terse — epigrammatic where possible. In these strenuous times the wordy "ad" is a dangerous investment. I must insist, however, upon the argument

Black overdone merely publicity

in most of my advertisements, for some reason for using my article.

Those arguments arranged briefly, carefully, discreetly, and repeatedly will bring about that desirable hypnotism of the public to which I have previously referred, and if those arguments are backed up with consistent quality, prompt dispatch, and commercial efficiency and civility, then the advertising department cannot fail to justify its existence, and the firm cannot fail to progress."

THE VEHICLE THAT CARRIES SALESMANSHIP

How the Quality of the Paper which Carries Direct Mail Advertising Creates the First Good or Bad Impression—By P. M. Nicholson, Advertising Manager, Neenah Paper Company

TEN to one when a salesman steps up to your desk and lays down half a dozen samples of bond paper for your consideration you pick up the sheets and tear them. Why? Because you have seen paper men do it and perhaps you yourself get some idea of its quality that way.

But how about the public—the doctor, the lawyer, the butcher; yes, and the farmer—people who never have seen a paper salesman in action? How do they judge the paper you send? By the feel and the appearance. The nerves from the hand and eye run straight to that place where opinions are created and decisions made.

Paper is the basis of a major part of advertising, yet but few advertising men really know much about it. This article will concern itself with bond paper only.

BUSINESS STATIONERY AS AN ADVERTISING MEDIUM

Every letter you send out creates some sort of an impression. Uncle Sam doesn't carry mail—he carries impressions. He may be carrying to your prospect a letter from your competitor of identically the same nature as yours. Your competitor's letter may go immediately to the waste basket and yours get consideration or vice versa. Why is one considered and the other discarded? The prospect doesn't realize why he keeps some and throws away others. But unconsciously favorable impressions are formed in his mind regarding that letter which comes on the right paper.

In other words, if the quality of your business stationery is good, the right impression is created. If the quality is poor, so is the impression.

Business stationery is advertising either for or against. That's an

There's a sure shot in every shell
BECAUSE the primers are sensitive and sure-fire, the velocity is uniform and the pattern close you can depend at all times upon
ASK FOR
Imperial, Sovereign, Regal
(Smokeless)
or
Crown Shells (black powder)
Dominion Ammunition
Metallics and shot shells
DOMINION CARTRIDGE CO., LIMITED
MONTREAL

Sound argument and attractive setting.

indisputable, self-evident truth and every business letter should be written on a paper worthy of bearing its message.

Your salesmen go out well groomed because you know and they know that their personal appearance counts. A soiled collar has

lost many a sale. Isn't it just as important to be particular in the appearance of your paper salesmen?

First impressions count for much and the first impression that flashes to your prospect's mind when he opens your letter comes from the paper. *That* impression arrives and picks out a choice seat in the decision chamber before the one from your written words even gets a start. Talk about your point of contact—here you have one right between the index finger and the thumb.

BOND PAPER BEING WIDELY USED FOR ADVERTISING

It wasn't long ago when advertising men in general never thought that bond paper was suitable for anything outside of business stationery. Now, however, they are realizing that high grade circulars, folders and booklets can be printed on bond paper with the great advantage of material saving in weight over coated or enameled paper and in postage when it comes to the mailing.

Another point aside from the expense of enameled papers—the oculists and school boards of the principal cities of the United States under the name of "Society for the Conservation of Vision," are carrying on a most vigorous campaign against papers with a high glare as being distinctly harmful to sight.

Nor will booklets with a high glare be easy to read. Why throw away part of the benefit of your advertising by printing them on anything with a more highly finished surface than that of a good standard bond which *protects* the eyes?

Then there are file cards. Did you ever stop to think how much space you could save by using No. 24 bond paper for the purpose? Try it.

During the Baltimore convention the writer was asked by a number of information-seeking advertising men whether or not half tones could be successfully printed on bond paper—not offset, but just plain printed. Up to 100 screen they can be run nicely. On the average, eighty screen is perhaps the best. We have found that by making an underlay with a tint block and then printing the half tones especially good results are obtained. Line cuts, of course, work up well.

Here's another point on which I think many advertising men are mistaken. We frequently have printers write us that they have a customer who wants our paper, but with their own watermark.

CASHING IN ON A KNOWN BRAND

Now, when a great deal of money has been spent in making a paper widely known and *known as high grade*, why not take advantage of that advertising by using the regular watermark? If you bought a Steinway piano you would not think of having the maker remove his name and put on yours. A well known, standard instrument in your home adds prestige, doesn't it? It's the same way with paper. When you use a standard, high

grade, watermarked brand it pays a delicate compliment to your prospect. It conveys the idea of stability and solidity and adds prestige to your name, and the excess cost of a private or special watermark is saved.

Please do not understand from what I have written that I am advocating the use of high grade

Before You Build or Remodel
Learn how easily and quickly, and with what durable and beautiful results you can put up
BEAVER BOARD
Walls and Ceilings
The Beaver Co., Ltd.
BEAVER BOARD

Well displayed and not too much matter. Good use of white space to emphasise trade mark.

bond paper for all advertising literature. That, of course, would be an absurdity. I have simply spoken of this kind of paper because it's my daily diet.

The point I wish to make is that the advertising man should be very discriminating and get the right paper in the right place. He ought to have a good working knowledge to go on. The best way I know to get a good basis to work on is to be through a paper mill and see just how the product is made. It is worth any advertising man's time. You can read all the books that were ever written on the subject and not gather as much practical knowledge as a few hours of first hand observation will give you.

Not long ago I took a prominent manufacturer through our mills. He seemed to be particularly impressed with the working of a great paper-making machine.

"Isn't it wonderful," I said, "when you think that what appears to be water at this end of the machine is coming out at the other end as paper?"

"Not any more wonderful than your advertising department. You pour in 'hot air' at one end and take orders out of the other" was his dry retort.

Come to think of it, I guess all of us advertising men do develop enough friction in our strenuous efforts to produce results to raise the temperature at least a little. The only fault I see in that comparison is that the paper machine *always* turns out paper at the other end.

—*Judicious Advertising.*

* * *

The Dominion of Canada owns thirty-eight per cent. of the world's supply of pulp wood, yet it is only producing four per cent. of the world's paper.

The United States has eighteen per cent. of the world's supply of pulp wood and makes forty-two per cent. of the paper.

* * *

Work becomes a burden only when we think of it as such.

OPTIMISM FROM HEADQUARTERS—A WESTERN VIEW

SUCH conditions of financial stringency as exist are not peculiar to Canada or to any features of Canadian business life. They are universal all over the world and, in truth, Canada is in a greatly more favorable position than many other countries. Speculation upon borrowed money for real estate wild-catting has been curbed, and it was high time that it should be.

In a period of universal uneasiness in Europe, it is only natural that the banks of a debtor country like Canada should conserve their resources. In fact, it would be highly dangerous if they did not. But they have been able to supply ample funds for all the demands of ordinary commercial business.

Many rumors to the contrary have been afloat. They have emanated chiefly from those who have been checked in the purchase of unproductive property for the purpose of resale to others while the property continued to remain unproductive. If this process were to go on indefinitely, it would resemble a man trying to lift himself by his own boot straps, and would only result in a final crash which would hit producers, manufacturers and jobbers, as well as the speculators who had brought it about.

There are two features in the situation which deserve special attention. One is an idea which occasionally finds expression in Eastern Canada, that the West is going bankrupt through over-speculation. The other is the equally silly absurdity that the East is draining the life blood of the West through the restriction of loans. It would be just as sane to say that Great Britain is draining her debtors because various loans have been poorly subscribed there. Those who control the people's supply of money must exercise discretion when money is tight. New enterprises must be limited for a time, but it is untrue that in the East there is any financial interference with the requirements of production in the West.

The big implement manufacturers report a most excellent business with collections very good. The *Telegram* has made specific inquiry into this and has discovered that the tone of these manufacturers' agents out all through the country, is optimistic to a degree. One company has 17 men on the road examining and reporting as to conditions which would warrant the extension of credit and except in two districts, and those two of little importance, the reports have been entirely of a favorable character. Those are business reports, they are not reports of boomers.—*The Winnipeg Telegram.*

* * *

And whenever you come across anything specially good, send it along too, for the benefit of your fellow advertising men.

MEN AND MEDIA

A NEAT little booklet with the title *Dignity*, reaches us from the Acton Publishing Co. The cover is embossed in gold, and the inside pages are of heavy hand-made stock printed in two colors.

The idea of the booklet is to emphasize the necessity of having tasteful dignity and arrangement in one's literature, and this point is extremely well brought out.

Good printing is universally recognized as good advertising and this booklet should carry a very convincing message.

* * *

The offices of the Canadian Translation Bureau have been moved to room 211 Kent Building, Toronto, where a competent staff for all kinds of translation work is maintained.

Personal tuition will be a feature, and we anticipate a ready response by those interested in any way in advertising.

Fees for the complete course are set at a moderate figure and include other privileges in the Y. M. C. A.

* * *

The T. H. Best Printing Co., who are now settled in their new handsome premises, Adelaide street west, have doubled the floor space of their old building. Everything is arranged with a view to economy and rapidity of production, and the plant is the very last word in printing efficiency.

In addition to the publication of the *Canadian Magazine* and other journals, the company is now in the best position to undertake high class job work of every kind, and will doubtless get their fair share of advertising printing that is being placed.

* * *

George Ham, chief publicity agent for the Canadian Pacific Railway, is in Winnipeg arranging for the reception of the members of the Imperial Press Congress, who will visit Winnipeg in September, 1914.

The holding of the congress in Canada will bring probably the most distinguished party of newspaper men to the Dominion who have ever been in the country at the same time, representatives being present from all the countries within the Empire.

* * *

An informal gathering of the *Toronto Globe* staff took place on October 11th at noon to welcome home Senator Robert Jaffray, president of the Globe Company, after an extended tour in the British Isles. On behalf of the business and editorial staffs W. J. Irwin, assistant business manager, presented Senator Jaffray with a walking-stick suitably inscribed.

William Banks, Jr., news editor, expressed the gratification felt by the staff at the return in good health of the president, whose personal relations with the *Globe* employes are of the kindliest.

The staff, observed Mr. Banks, appreciated very fully the provision made for spending the summer holidays at Port Dover, where the *Globe* directors had acquired an extensive property with cottages fully furnished for the free use of the members and their families.

* * *

The first copies of the first edition of the new English Morning Daily

in Montreal—the *Montreal Daily Mail*—were sent by aeroplane to the officers of the government in Ottawa.

The new daily reaches high water mark in Canadian journalism. and we are pleased to learn that it was accorded a splendid reception by the Montreal public.

Its equipment, staff and premises are the very best procurable and a long period of usefulness is predicted for this independent journal.

* * *

The Hon. W. S. Fielding has been appointed editorial director of the *Montreal Herald.*

* * *

The *Retail Druggist of Canada*, a new high class trade magazine of exceptional editorial and typographical merit, has made its appearance.

The publishers are the Commercial Press, Limited, Toronto, and the able men behind the new venture are guarantee of its sucess.

* * *

During the year 1912, the receipt of wheat and oats in Winnipeg greatly exceeded the amount received at any point in the United States without exception, showing that Minneapolis is hopelessly left behind in the race for supremacy, while old-time markets like New York and Chicago, exist only in history.

* * *

Congratulations to the *Montreal Star* on having obtained in fifteen days recently, with the combined Daily and Weekly editions, a circulation of well over two million copies.

* * *

An attractive booklet entitled *A Little Chat with our Readers,* reaches us from the *Western Home Monthly* of Winnipeg. The reading matter describes in a chatty manner, how the editorial features of this Western journal get next to its readers, and it is enlightened by a number of forceful testimonials.

* * *

We are advised by the General Post Office that newspapers and periodicals containing double page advertisements sent from the office of publication addressed to *bona fide* subscribers or news dealers, are liable to postage at the rate of 2c. per pound.

This also refers to United States publications having any entry under Canadian privileges.

* * *

The Canadian Magazine have decided to retain the standard magazine size and not to follow the example of other Canadian magazines who have changed the form and make-up of their journals recently. This old established magazine believes that their readers will appreciate the retention of the old size with which they have been for many years familiar.

* * *

H. P. Muir, Publicity Manager of the *London Free Press,* has been making an extended tour through the British Isles in the interests of this paper. He is enthusiastic in his reports on the prospects of increased British business in Canada in the near future.

* * *

The Picton Gazette forward an elaborate illustrated booklet descriptive of the possibilities of Prince Edward County, the Garden County of Canada as it is called, and incidentally boosting the *Gazette* as the natural medium for reaching the

dwellers in this section of the country.

* * *

A course of special lectures will shortly be commenced in the new Y. M. C. A., Toronto, dealing with a great many phases of advertising. The lecturers, fourteen in number,

White sheep give more wool than black sheep—there are more of them

REMINGTON stenographers do more of the world's work than other stenographers—there are more of them.

Nature only knows why there are more white sheep than black.

All the world knows why there are more Remington operators than others.

REMINGTON is the machine in which the most operators have confidence—and the machine which gives them the confidence to make good.

REMINGTON is the machine in which the majority of good business schools have confidence—the confidence to turn out competent, efficient operators—the thing on which the very life of those schools depends.

REMINGTON is the machine in which business men and business houses have confidence—because the big majority of good stenographers are Remington trained and "go to work the first day without breaking in."

12,500,000 Remington letters
mailed in the United States every business day in the year

Isn't that the answer to the question, "which machine" for your office?

Throughout the world Remington is a synonym for typewriter efficiency. It is the voice of the business world

Remington
Typewriter Company
Limited
110 Sixth Ave. W. Calgary, Alta.

The argument is anything but conclusive. Good display.

are all prominent members of the Toronto Ad. Club, and E. S. Dean is the instructor of the Y. M. C. A. advertising school.

* * *

Trayton Blaber has been appointed manager of the Toronto Electrotype and Stereotype Co., Limited.

Mr. Blaber's long experience in the electrotyping business should be sufficient guarantee for the continued success of this up-to-date firm.

The Globe, Toronto, have introduced into their Wednesday paper, a department dealing specially with Farm and Country life in Canada, and owing to the introduction of the Rural Mail delivery this department should fill a long felt want, and incidentally boost the circulation of this leading daily.

* * *

Victor Ross, financial editor of the *Toronto Globe,* has undergone an operation at the Wellesley Hospital.

* * *

C. J. Bell, advertising manager of the St. Catharines *Standard,* shows some very fine work in two recent special editions of the *Standard.* He surely knows his business.

* * *

John M. Gibbon, who until just recently was advertising manager for the Canadian Pacific Railway Co. in London, has been appointed general publicity agent of the company, and has thus secured one of the most important posts of its kind in the world. Mr. Gibbon is a journalist of experience.

* * *

The Edmonton Journal has just celebrated its tenth anniversary by issuing a remarkable special edition It consists of 150 pages in colored cover showing the steady development of the city. This section was in addition to the news edition of thirty-six pages—truly an achievement that reflects great credit on M. R. Jennings, editor and general manager of the *Journal,* and his staff.

* * *

A new position has been created by the Canadian Pacific Railroad in the appointment of F. W. Fox as

editor of the press bureau. Mr. Fox is familiar with the affairs of the company.

* * *

The name of *The Evening News*, Saskatoon, has been changed to that of *The Evening Phoenix*. This

SHAMS AND TRASH!

¶ THE DAILY TELEGRAPH asks this question. Did you ever get "stung"? If not, you are one of the lucky few. Most of us have found that, very often, the cheapest is the dearest. "All that glitters is not gold." The "price mark" is not always a "Half mark." There is more "shoddy" in the world than honest cloth, and it takes an expert to tell the one from the other.

¶ THE DAILY TELEGRAPH, Montreal's new Evening Paper, will make a specialty of the Black Business of Bogus Bargains. To sell "shoddy" at honest goods is to steal, and to steal, as a rule, from the man who can least afford to lose. A worthless "stock" is "found" only robs a rich man—but a dishonest suit of clothes for the "hobby" may rob a poor widow of an honest dollar.

¶ THE DAILY TELEGRAPH proposes to fight the infamous and cruel conspiracy whereby shams and trash are sold to plunder the poor. THE DAILY TELEGRAPH will try to make it profitable to give an honest dollar's worth for every honest man's dollar.

¶ We talk of the "high cost of living." Many families find that their wages fall short of their needs because they do not get what they pay for, than from any other cause. It is the Connecticut "Wooden Nutmeg" imported into Canada, which does the mischief. THE DAILY TELEGRAPH will be steadily against that kind of "Flapjacketry." This will be a lively war if there ever was one. The man who sells an inferior article under the name of a good one is "obtaining money under false pretences." He ought to go to the Penitentiary.

¶ The honest merchant should be protected. The unsuspecting buyer should be secured. Those who must buy carefully.—Those who have no money to waste.—Those who earn their dollars hard.—Should be shielded from sneak thieves.

¶ The task THE DAILY TELEGRAPH will take up. Every man who buys—Every woman who shops at markets.—Every rogue who thinks to turn a dishonest penny.—Should watch for "THE DAILY TELEGRAPH."

CIRCULATION

Commence January 1st 22,150

THE DAILY TELEGRAPH

To Be Issued in a Few Days—ONE CENT

THE DAILY TELEGRAPH

Boosting a new daily in novel fashion

change has been considered desirable, so as to take advantage of the reputation which the *Morning Saskatoon Phoenix* now enjoys. No changes have been made in the news service.

* * *

A well-written and excellently illustrated booklet, to advertise their "Blazer" Furnace reaches us from The Enterprise Foundry Company, Sackville, N. B. This is a hot-air furnace, and very cogent reasons are given for the superiority of warm air furnaces over the hot water or steam heating systems.

* * *

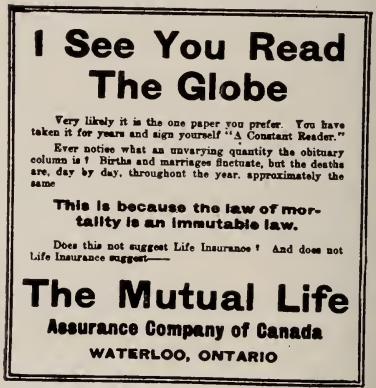
The Accelerator is the title of a snappy magazine, gotten out in the interests of the Ottawa Valley Motor Car Association, and edited by E. B. Eddy. This magazine is designed to foster the "good roads" movement and to disseminate motor news amongst owners of that district. A small volume of advertising is carried and the general appearance and matter is worthy of favorable comment.

* * *

The Goodyear Tire people forward their house organ *"No-Rim Cut" Tires*, which serves to boost their product. Incidentally it is well printed on coated stock and contains a number of interesting illustrations.

* * *

Hon. W. S. Fielding, well known in political circles and an editor of


I See You Read The Globe

Very likely it is the one paper you prefer. You have taken it for years and sign yourself "A Constant Reader."

Ever notice what an unvarying quantity the obituary column is? Births and marriages fluctuate, but the deaths are, day by day, throughout the year, approximately the same

This is because the law of mortality is an immutable law.

Does this not suggest Life Insurance? And does not Life Insurance suggest——

The Mutual Life

Assurance Company of Canada

WATERLOO, ONTARIO

One of a series of exceptional merit

wide experience, left recently for a two months' trip in England, and on his return will take up his duties as President and Editor-in-Chief of the *Daily Telegraph*, Montreal. In England he hopes to enter into negotiations for a great world service for the *Daily Telegraph*.

* * *

The *Sentinel-Review*, Woodstock, Ont., forward an eight page booklet,

Reaching The Real Buyers

Canadian Women spend or influence the expenditure of over 90 per cent. of the vast sum that goes annually for food, clothing and shelter.

Women folks are the real buyers. It is to them you should address your salesmanship-in-print.

You can appeal direct to Women folk in Canada and make your appeal at a minimum cost without waste circulation through

EVERYWOMAN'S WORLD

Canada's Greatest Home Magazine

Twenty cents a line for more than 50,000 proven quality, full-price, paid-in-advance circulation—an unequalled buy for a magazine in Canada.

Space now closing for February, 1914 issue. (Publication date, January 20th.)

Guaranteed Clean Wholesome Advertising. Reliable Advertisers Alone Acceptable.

Enquiries welcomed. Specimen copies cheerfully forwarded in response to requests written on business letter heads.

Particulars available on application to:

CONTINENTAL PUBLISHING CO.
TORONTO - CANADA LIMITED

AMERICAN OFFICE: 12th & Callowhill Sts. Philadelphia, Pa.

Special Representatives for the United States
STOCKWELL SPECIAL AGENCY

286 Fifth Ave., New York. People's Gas Bldg., Chicago

designed to boost their printing department, which evidently is exceptionally well-fitted to get out all kinds of catalogue and job work. The service end of the business is very rightly emphasized.

* * *

The Walker House and Grand Union Hotel Thanksgiving Day Menu, forwarded to us is an example of exceptionally fine art work and typography. We understand that W. F. Watt, manager of the Grand Union Hotel is responsible for this high-grade sample of the printer's art.

* * *

The *Calgary News-Telegram* of October 13th contained a special 16 page advertisement of the Hudson Bay Company. This was gotten out with the idea of exploiting their "Made in Canada" week, and every advertiser in this "special" was a Canadian manufacturer. The idea is an excellent one, which might be copied in other centres, and we understand that the venture was a great success. In addition the Hudson Bay Company carried their usual advertising in the regular section of the *News-Telegram*.

* * *

The stork brought a Hallowe'en surprise to the home of R. J. McPherson, head of the MacPherson-McCurdy Advertising Agency, when Mrs. MacPherson gave birth to triplets, two girls and a boy. Mother and babes are doing well. And they say business is slack out West.

Overdrafts on one's strength and health are as objectionable as overdrafts on the bank.

Index to Advertisers

NOVEMBER, 1913

CALGARY
Herald 18

COBALT
Nugget 10

EDMONTON
Journal 10

GALT
Reporter 16

GUELPH
Mercury 12

HAMILTON
News List 14
Spectator 14
Times 28

LONDON
Free Press 10

MONTREAL
Gazette 4
Le Devoir 12
Star 2

REGINA
Standard 8

SASKATOON
Phœnix 22

ST. THOMAS
Times 16

STRATFORD
Herald 16

TORONTO
Acton Publishing Co. 20
Canadian Farm 14
Economic Advertising 28
Globe ..... Outside Back
Star ..... Inside Front
Telegram ..... Inside Back
Norris-Patterson Advertising Agency ..... 24 and 34
World 26

WINDSOR
Record 28

WINNIPEG
Free Press 6

VANCOUVER
Suh 18

A question you ask --

What is your circulation?

That is one of the first questions you ask a newspaper when considering advertising. Of course, it is important---you want to know what you are buying, but there is another question---

One more important

Where is your circulation?

Is it not more important? If you are advertising a product, largely purchased by city dwellers, country circulation is not very valuable.

Our answer to both questions is---

The EVENING TELEGRAM'S circulation last week was 76,697, and of this 72,975 was in the City of Toronto and suburbs.

This is the largest circulation concentrated in the city of publication by any morning or evening newspaper in Canada.

FIRST IN THE FIELD

Taking advantage of the new Rural Mail Delivery, which brings the City Daily within the reach of **over 40,000 Ontario Farmers,**

The Globe

has introduced two additional pages in each Wednesday issue, dealing with Farm Matters and Country Life.

A bounteous harvest has been garnered and the farmer has the money to purchase **your** products. Take advantage of these prosperous conditions.

Your regular message in the columns of **The Globe** will bring results for nearly every commodity now sold to city folks alone—for **The Globe** has the largest morning circulation in Canada.

The Globe reaches over **61,000** homes daily—the best possible kind of circulation—**5,000** new rural subscribers in less than one year.

Detailed circulation statement on request.

THE GLOBE - - TORONTO

Canada's National Newspaper.

Vol. 6 DECEMBER—1913 No. 12

Economic Advertising

The Official Organ of The Toronto Ad Club

CONTENTS

PAGE

Straight Talks 1

An International Convention — The Women's Viewpoint—The Ad Club's Movement — Concentration — Trade Paper Advertising.

What an Ad Man Should Read 11

What's Doing at the Ad Clubs 19

"Dictated but not Read" 25

Can Old Employees be Made Efficient? 27

Handling Men Successfully 30

Recent Ads—Good and Otherwise .. 33

The Principles of Business Success .. 36

Important Transactions by Press Associations 39

Introducing a Novelty 40

Men and Media 41

Mr. Manufacturer!

Do You Want More Business?

IF you do, we ask you to give serious study to the question of advertising your product in

The Toronto Daily Star

¶ You will find the dealers willing to co-operate with you.

¶ And better yet, you will find the public—the much-sought ultimate customer—in a receptive frame of mind.

Sworn, net daily, average circulation

83,126

Advertisers always find THE TORONTO STAR WEEKLY—the "Sunday" edition of The Toronto Daily Star—a profitable medium of publicity. Its reasonable advertising rates and the high character of its circulation commend it to many national and local advertisers.

Sworn Statements and Detailed Circulation of Both Papers Gladly Furnished

United States Representatives:

New York - Chas. H. Eddy - Metropolitan Building
Chicago - - Eddy & Virtue - People's Gas Building
Boston - - - C. H. Eddy - - - Old South Building

Economic Advertising

The Official Organ of the Toronto Ad Club

Published in the interests of "more and better advertising"

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.
Condensed Rates, 3 cents a word; Minimum, One Dollar.

NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto

Vol. 6. Toronto, December, 1913 No. 12

STRAIGHT TALKS

AN INTERNATIONAL CONVENTION

LIVING right in the midst of the present day awakening to the need and advantage of good clean publicity, we are apt to overlook the fact that, within very recent date, a remarkable development in advertising has taken place in the British Isles—remarkable if only for the reason that the Britisher is by nature conservative and phlegmatic and hates to be taught.

The greatest good of any convention is obtained from a liberal interchange of ideas, and while the average American not only welcomes suggestions how to run his business, but pays large sums of money for such hints, the Britisher will usually resent any outside advice which he considers interference. But he is coming out of his shell, and modern publicity methods, unknown a few years ago, are now nearly as common in England as on the American continent.

The recent debate at the Aldwych Club in London, England, on the subject of an International Conference in that city in 1916, brought out a number of expressions of very diverse opinions, which we will review in brief.

If only for the fact that the suggestion of holding such an advertising convention in London in 1916, emanates from British advertising men of the highest standing, it must command attention, but for many reasons we cannot see our way to agree with the optimists who think the time is ripe to hold such a convention in the near future across the water.

As we have remarked, although there has been quite a remarkable

Canada's Greatest Newspaper *in* Canada's Greatest City

¶ The population of Greater Montreal now exceeds 700,000, and is growing at the rate of more than 50,000 a year.

¶ 60 per cent. of the inhabitants, or 420,000 can be classed as French-speaking; 35 per cent., or 245,000, English-speaking; and 5 per cent., or 35,000 foreign, speaking other languages than French or English.

¶ The 50,000 of English-speaking homes of Montreal are served by five daily newspapers—three evening, and two morning.

¶ One of the evening newspapers has a guaranteed, paid circulation greater than the other four papers combined—a situation that is probably unparalleled the world over.

¶ The circulation of this one newspaper in Montreal is actually many thousands greater than the number of English homes in the city.

¶ Incidentally—as a matter of record—the same paper has the largest English circulation in Canada, without exception.

¶ It follows naturally that a newspaper with such unquestionable prestige should be the first choice of advertisers wishing to cover all English-speaking Montreal, at the least cost per home.

¶ A comprehensive analysis of the circulation of this remarkable newspaper, showing distribution by zones in Montreal and by towns and counties outside of the city, together with much valuable information concerning the field covered, will be sent to anyone interested.

¶ *Address all communications to the*

Advertising Manager
The Montreal Daily Star
Canada's Greatest Newspaper

awakening to the possibilities of advertising in Great Britain within a very recent date, yet the Ad Club movement as it is known in the United States and Canada is practically non-existent on the other side.

True, there are several healthy Advertising Clubs in the city of London, but outside the metropolis the Advertising Club has still to be sold to the important provincial commercial centres.

In the meeting at the Aldwych Club, the opposition to the proposition of Charles F. Higham, was very pronounced.

One speaker deprecated the idea because he feared the Americans with their noise and bluster would predominate everything. Another plainly stated that the attitude of the majority of British manufacturers would be that they required no outsiders to come over and teach them how to run their business. A third considered the idea premature, and could see no benefit from such a convention for many years to come.

Looking at the question dispassionately, it seems that before an international convention in England could be effectively held, British advertising men need, first of all, to organize themselves thoroughly.

Steps to this end have already been taken, but the ground has scarcely been broken, and before any such convention could be successfully held, the widely diverging opinions of British advertisers need to be brought into line and harmonized.

A practical indication of the possibility of an International Convention of Advertising interests will be found in the response made by British advertising men to attend the annual Convention in Toronto next June.

That representative delegations from the leading American Ad Clubs will be in attendance is already assured, and a bumper attendance of British advertising men would do more than anything else to promote an International Convention in the city of London during the present or subsequent decade.

THE WOMEN'S VIEWPOINT

IF, as is generally conceded, the women folk are responsible for about 80 per cent. of the total retail buying of any household, are not advertisers neglecting a golden opportunity by not employing, far more than is at present generally done, women copy writers to make their appeal to the weaker sex?

A woman's method of conveying information is radically different from a man's—her method of expression, her faculty of suggestion, her power of creating desire are inborn qualities that seem to be natural to a woman, and which are rarely found so fully developed among male copy writers.

A Year's Growth in Circulation

A COMPARISON OF WINNIPEG FREE PRESS CIRCULATION FOR OCTOBER 1913 WITH OCTOBER 1912

Paid Circulation—	1913	1912	Gain	Loss
City and Suburban Subscribers	32,873	29,817	3,056	.....
City Newsdealers	1,636	1,538	98	....
City Newsboys and Counter Sales	2,887	2,738	149	....
Special Orders	58	47	11	....
Mail Subscribers	16,663	17,077	....	414
Newsdealers Outside City	8,744	8,344	400	....
News Agents on Trains	679	823	....	144
Unpaid Circulation—				
City Complimentary and Exchanges	342	242	100	....
Carriers and Delivery Service	811	659	152	....
Employees and Office Counter	683	608	75	....
Outside Complimentary and Exchanges	638	920	....	282
Advertisers Outside City	631	672	....	41
TOTAL NET GAIN			3,160	

Out of these 3,160 copies gained by the FREE PRESS during the last twelve months you will observe that 3,056, or over 96 per cent. consist of city and suburban subscribers where the paper is delivered directly into the home by our own salaried carrier boy. Most of these are evening papers.

Winnipeg is, without doubt, the choicest market in Western Canada to-day. Additional circulation in this rich field should be very highly prized by the general advertiser.

The FREE PRESS, in concentrating its circulation work and securing this substantial gain in the local field has materially increased its service to the manufacturer of branded goods. This growth of circulation has been accomplished without the aid of premiums, contests of other circulation devices. It is clean cut circulation, the kind that pulls.

The FREE PRESS is represented in Eastern Canada by every recognized advertising agency, and by,

EDGAR J. GUY
Canada Life Bldg., Toronto

The Free Press Winnipeg

Of course, it is well-known that in many large department stores women buyers command some of the highest salaries, but we don't think advertisers in general whose products sell principally to women, realise the advantage of making their appeal from the woman's point of view.

Here is a wide open field in which the ambitious woman has a really first class chance to shine.

The natural prejudice against women breaking into a new field of endeavor may be a little hard to overcome at first, but we anticipate considerable increased revenue for any advertiser to women who will be bold enough to make the experiment of utilising women copy writers where the appeal is directed specially to the fair sex.

THE AD CLUB MOVEMENT

MUCH has been said and written—much more will be said and written on the advantages of membership in any Ad Club.

And the greatest hindrance to the development of the Ad Club movement is the sceptic who is perpetually reiterating the plaint, "What shall I get out of it, anyway?"

Such a man has an altogether perverted conception of the aims of the movement. The spirit to be cultivated is not "what can I get out of the Ad Club," but "what can I put into it."

Toronto in June next is to have the high honor of entertaining the Associated Advertising Clubs of America at their annual Convention, and this means that about 5,000 of the keenest and brainiest business men of the United States, Canada, Great Britain, Europe, and Latin America, will assemble here to deliberate on the greatest of all modern business forces—advertising.

The compliment paid to the Dominion of Canada, in selecting it as the 1914 meeting place, if only in view of the fact that the Ad Club movement is not yet four years old in this country, is a very high one.

We would indeed be unresponsive were we to fail in our appreciation of the compliment paid us. It emphasizes the acknowledgement of Canada as the country of the 20th century. It spells recognition of our possibilities, our business integrity, and our efforts to conduct our trade along clean, legitimate lines.

It recognizes what Canadian Ad Clubs have been able to do up to the present time in the elimination of the fraud and fake, the curtailment of doubtful medical and quack advertising and in the exposure of the mining shark and fraudulent company promoter.

The elimination of these parasites of modern business is by no mans yet complete, but the good work is going on steadily.

SPEAKS FOR ITSELF

OFFICE OF THE COMMERCIAL REALTY COMPANY.

26 East Queen Street,

Toronto, Ontario, November, 6th, 1913.

The Record Printing Co., Ltd.,

Windsor, Ont.

Gentlemen:

Enclosed you will find cheque for $5.00 in payment of the advertisement in your issue of October 18th covering certain lands I had for sale in Windsor.

I cannot allow this opportunity to pass without expressing to you my appreciation of the Record as an advertising medium. One advertisement costing $5.00 resulted in the sale of all the property advertised, the sale amounting to about $12,000. On one other occasion I advertised Windsor property in the Record for three issues and sold the entire offering amounting to about $20,000 within a very few days thereafter and in that instance I also advertised for one issue in a large Detroit paper but received no results, nor even replies

In the present instance I not only sold the entire offering but have had several other offers for property as a result of the very effective publicity given by the Record.

I desire to give full credit to your paper for the effective services which it has rendered at so small a cost.

Yours truly,

A. O. White

Circulation increase this year 25 per cent.

Advertising increase averaged two pages per day over corresponding month of last year.

The Evening Record issues 10 to 24 pages daily.

Unfortunately two many good men, heartily in accord with the movement are content to sit on the fence, and leave the work to a few devoted and hard-working leaders.

This is not as it should be. Every advertising man can add his quota to the success of the movement. It may not be the gift of oratory, of organisation, of money, or of time that you can offer, but if only in the interchange of ideas with your fellow members there is a value accruing from Ad Club membership which can in no way be measured by the number of dollars in dues you pay.

Get into line. Rub shoulders with the brightest men in modern business—the progressive advertising men—and join your nearest Ad Club just as soon as your nomination paper can get O.K'd.

Concentration

WE have all at times wondered why it is that many business men of merely average ability make such brilliant business successes, and, on the other hand, men of more brilliant parts just make a flash in the pan, and then sink to the level of respectable mediocrity.

And we think the secret of success of the first-named class can be summed up in one word—Concentration.

A. D. Brown, the successful New England shoe man, speaks of concentration as the master quality in business. He claims that it embraces efficiency, energy, and resourcefulness.

To say that without the power of concentrating one's mind and energy on the task immediately at hand, business success is impossible, is not putting it too strongly, and the man with the will power to concentrate is much to be envied.

Think of yourself for example. How easy it is in the everyday course of business to be disturbed by influences outside the occupation of the moment—by business worries and details foreign to the work on hand.

But this is only the narrowest way in which concentration applies to a business. Any employer of labor, or in fact, any one responsible for other workers than himself, cannot hope for 100 per cent. efficiency unless he not only cultivates concentration himself, but also concentrates the efforts of his co-workers and employes until the greatest economy of time and of physical and mental effort has been effected.

In the success of any advertising campaign, the value of concentration has been often shown.

How many newcomers in the advertising field have been persuaded at the outset to scatter their copy broadcast, with the too frequent result of discouragement, inadequate returns and in many cases of heavy monetary loss.

Herald Building

In Alberta nearly everyone reads "THE HERALD" and that is Why

nearly every General Advertiser uses

"THE HERALD"

E. J. GUY
65 Canada Life Building, TORONTO
Eastern Representative

The Herald Publishing Company, Limited

J. H. WOODS, Editor & Man. Dir.
O. L. SPENCER, Advt. Manager
W. J. WATSON, Sec.-Treas

Calgary -:- Canada

Northern Ontarions Spend Annually

In Furs.....$125,000
Underwear.....$125,000
Boots and Shoes.....$500,000

These figures illustrate purchasing strength of three lines—and—mind you—there's an increasing demand. Manufacturers desirous of developing new territory—acquiring new customers—should spend money educating this field of 50,000 prospective customers.

For information relative to circulation or advertising, write any Advertising Agency, or—

THE COBALT DAILY NUGGET LIMITED
COBALT -:- ONTARIO

YOU CAN TAP

the busy city of London and prosperous Western Ontario, through the medium of the

London Free Press

circulating in an area containing one fifth of the population of Canada.

The only morning paper in Ontario west of Toronto. Sworn circulation more than 34,000 daily.

Put the London Free Press on your list for 1914.

Rates from any recognized agency or write direct.

The London Free Press Printing Co., Limited
LONDON - - ONTARIO

EDGAR J. GUY
SPECIAL REPRESENTATIVE
Canada Life Bldg. Toronto

And again, how many brilliant successes have been made by following the wise policy of concentrating on one particular section of the field offering—of learning to walk before trying to run.

Particularly in Canada with its entirely different classes in various parts—the city dweller, the small town inhabitant, the French-speaking people, the farmer, and the large foreign element, no one medium or group of media can possibly cover the entire field, and the value of concentration of one's advertising in this country cannot be over-emphasized.

TRADE-PAPER ADVERTISING

NO campaign can be said to have been planned entirely judiciously in which advertising to the trade direct does not play its part.

Because no matter how widely an advertiser may make his goods known to the consumer through the medium of newspapers, magazines, car cards, and the bill boards, he cannot go very far in the establishment of a solid business without the voluntary and hearty co-operation of the dealer.

And the trade paper is the logical channel for him to get into the good graces of the dealer and secure his co-operation. But there are several essential things the advertiser should know about the trade paper he is patronising. First, he should demand as his right, proof positive of the quantity of circulation. Second, he must ascertain the various territories in which the publication circulates, or he may be buying a quantity of waste circulation in districts where his distribution organization is not perfected.

And third, he should require proof from the publisher that his journal is read by a reasonable proportion of subscribers.

These details are prime essentials to the success of trade paper advertising, and advertisers will find that in most cases—at least, among the better class of trade-papers—publishers are willing and even eager to furnish such data.

Perhaps the trade paper is so little appreciated as an advertising medium for the reason that many advertisers attach little value to the white space for which they are paying good dollars. Even allowing for the vast improvement in trade paper copy of recent years, there is still far too much that is dead, dry as dust, and absolutely unconvincing.

Trade paper space is worthy of the very best efforts of the best copy-writers.

It is not easy to write trade-paper copy. Often the matter has to be more or less technical, but that is no reason for the exclusion of human interest talk.

Above all, it is necessary for the reading pages of trade papers to

HAMILTON NEWSPAPER UNION LIST

is composed of country newspapers with a genuine subscription circulation.

More than 75 per cent. of all the newspapers in Canada are Country Weeklies.

No advertising proposition can stand beside continuous space in the Local Publications when country people are to be reached.

Country trade is valuable, and sticks. It is useless trying to capture it except through the Local Weekly.

The largest and most successful advertisers invariably use our list of Country Weeklies.

Sworn Circulation for 1912, 2,389,764

Weekly Average, 45,957

Hamilton Newspaper Union
Hamilton, Canada

The Outside Back Covers *For* 1914

are nearly all sold. Only 9 dates are left, as follows:—

Jan. 3—Woman's Supplement
" 17—Woman's Supplement
Feb. 28—Automobile Number
Mar. 14—
May 30—
June 20—Woman's Supplement
July 11—Financial Review
Aug. 1—Woman's Supplement
Oct. 24—

The CANADIAN COURIER is the only *Weekly* Magazine in Canada which carries advertisements in more than one colour.

The opportunity now open for the use of colour advertisements is one which cannot well be overlooked. The BACK COVER is the best position in the paper.

The Outside Back Cover printed in two colours (one black) costs $130.00.

THE
CANADIAN
COURIER
TORONTO

be filled with snappy, informative and readable matter. This should show the dealer how to build up better business, how to extend his clientele by modern publicity methods, and how to eliminate waste.

And the trade paper that gives its readers information and instruction of this description has an advertising value for the manufacturer entirely out of proportion to the low scale of rates now in vogue.

But though generally speaking the value of the trade-paper as an advertising medium is a very real one, care should be taken by the advertiser to select only those papers which have a genuine claim on his patronage.

This is not always easy, and manufacturers are often persuaded to use space in new publications either because they do not wish to incur the publishers' ill-will or for some personal reason.

Such expenditure should be charged to "personal" or "charity" accounts, and not to advertising.

The trade paper moreover has considerable value to the manufacturer even when it is not the channel for direct sales, because it tends to put the dealer in a receptive mood, and paves the way for the salesman's personal call.

Cultivate the dealer first, and by all means give the trade paper every chance to prove its worth.

WHAT AN ADVERTISING MAN SHOULD READ

By Merritt O. Howard

"TELL me what you read and I'll tell you what you are," some other wise man said.

He might have added that a man who constantly reads the best things he can find about his particular line of business, and who works hard, is an almighty difficult man to keep off the top rungs of the ladder.

It is true—"and pity 'tis 'tis true"—that the average man wastes an awful lot of time in shiftless, careless, useless, desultory reading.

Men—and women, too—will read extensively on any subject in which they are intensely interested. Very many people have hobbies. And nothing is more useful or more refreshing to mind and body than a perfectly good, absorbing hobby.

Yet this hardly excuses a young man—for example—from becoming so absorbed in the sporting page and the baseball score that his employer suffers from his reduced efficiency. There is no hobby more interesting or delightful than to be a really expert baseball "fan." The difficulty is that so many young chaps reverse the order of things, making baseball their principal occupation, and

Get into the firing line
during 1914 by advertising.

The Hamilton "Times"

A live Paper in a live town of over 100,000 population.

We want your business and you require the "TIMES." Let us carry the *News* to our thousands of readers both in and out of Hamilton

"TIMES" Daily and Semi-Weekly
Hamilton - - - Ontario

Advertisers in Montreal Newspapers have found it profitable to include

The Gazette

in their lists of advertising mediums. Established for many years as the high-class morning newspaper of Canada's metropolis, The Gazette's circulation is unique in quality.

The Gazette Printing Company, Limited

their daily work merely a secondary consideration.

For myself I have no use for baseball, but I love to hear the crack of the smokeless powder at the traps in a stiff wind, or on a rain-swept duck pass, or to feel the steering wheel of a forty horse-power automobile engine.

There are so many men of so many minds that there is room and plenty for all of us to follow each his own personal likes. But we all must learn the lesson that these, after all, are but play-hours, "recreation" in true sense—merely creating anew in us the capacity for the more serious things of life.

We must make these hobbies behave themselves and keep below the horizon.

To *read about* these hobbies is much the same as to practice them. In fact it is a higher form of enjoyment, inasmuch as anticipation is quite commonly more pleasurable than realization.

There are three classes of men who have no right to read hobbies, frivol, or slush, at any earlier hour that 5 p.m.

These three classes are: the men of family who have wives and children to support, the young men who are in the thick of the fight with a future to build, and the boys who are just learning their weapons and how to use them.

I make the assertion that beyond a brief scanning of the headlines of the morning paper, none of these persons should read anything but *business* matter before five o'clock in the afternoon.

"What!" you will say. "Not read about the latest murder, when the big, black headlines are all across the first page! Or skip that three column account of what the last "White Hope" is (not) going to do! Or fail to see the complete record of the game between the league leaders!"

No! Sir! Not a bit of it—except the *main news* features of it. All right to read the *headlines*—but nix on occupying the hour when your brain is freshest and snappiest by starting it wrong for the day.

"What, then, *am* I to read?" you ask.

Read cable news that affect world conditions. Read National weather reports as indicating probable effect on business conditions. Read the financial, railroad and principal market news—omitting the needless details of the small fluctuations of stocks and grain. Read the leading editorials, any interviews with or statements by captains of industry, big men in any line of business or politics, Bradstreet's and Dun's reviews, forecasts or statistics.

If this has only occupied half of the time between your home and office haul that book out of your pocket and continue from where you left off yesterday.

"What book?" you ask.

That one devoted to some feature of your business that is going to make you more efficient, add to your working capital, give you a closer grasp of finance, trade, economics, business, export and import problems—anything and everything that is going to put permanent, realizable mental de-

Government Crop Reports

Show that Saskatchewan had over Twelve Million acres under cultivation this year. The value of this crop will be not less than $125,000 000.

The reports also indicate a decided impetus to the live stock industry. An open market for cattle, sheep and hogs in the United States means better prices for these commodities.

Saskatoon is the strategic trade and railway centre of this great Province, is served by all three big Canadian Railway Systems, the C. P. R., C. N. R., and G. T. P., and logically and imperatively certain to reap much business from the harvest.

THE SASKATOON PHOENIX

Morning, Evening, Weekly, is the recognized news and ad. medium for Saskatoon city and for Central and Northern Saskatchewan.

EASTERN REPRESENTATIVES

EDGAR J. GUY, Canada Life Building, Toronto
Henry DeClerque, 800 Matlers Building, Chicago, Ill.

The Cream *of the* Land

THAT is what you reach when you advertise in "THE COMMERCIAL." "The Great Crop Number" is in course of preparation —out December 20th.,— a good chance to start advertising to a particularly fertile field. Include "THE COMMERCIAL" in 1914 advertising plan, and reach every retail merchant worth while from Port Arthur to Vancouver.

THE COMMERCIAL, WINNIPEG, MAN.
TORONTO OFFICE 220 KING STREET WEST

posits into your bank of knowledge to be checked against when you need the coin.

Don't fill up the shelves and files of your brain, during its freshest and most impressionable hour, with the flotsam and jetsam of things that are utterly and absolutely inconsequential and trivial.

Carry in your pocket a copy of some good trade paper—no matter what the line—keep posted on what the world is doing and discovering; learn enough of other lines of effort so that you will be familiar with them.

An advertising man needs to know something of almost everything under the sun. If he is to write automobile copy, and has not yet reached the felicity of owning a car let him read automobile catalogues, primers, trade paper technicalities until he knows that the machine cannot be set on fire by a hot coal dropping from the carburetor, or so that some other equally ridiculous error will not creep into his "copy."

How can he write advertising for a plow or a fanning-mill unless he has the breath of the furrow and the smell of the chaff in his face. Therefore, read farm papers and crop statistics.

How can he write intelligently about coffee if he never heard of the Brazilian valorization scheme, or has no knowledge of what coffee is and where it comes from. Therefore read grocery trade papers, and business magazines.

These are mere hints. Intended to show that an advertising man must be an omnivorous and eternal reader of everything that bears on *facts* of this kind; ever reaching out for more and more information about the really big, important things; and side-tracking and suppressing the trivialities, and mere frivolities of reading.

Some will object that this is pretty dry stuff.

Let none say that until after having *tried it.*

Strength comes from exercise; atrophy from disuse. A diet of sweets and whipped cream kills the appetite for beef and bread.

Accustom the mind to feed on the big important facts and happenings and there will soon come capacity for *enjoyment* of them far beyond the fluffs and flubdubs that are served up for the demands of mere human vegetables, which —alas!—are always with us.

Not that one should taboo entirely the lighter reading. I would not be thus misunderstood.

But as there is a time and a place for sweets and dessert; so there is a time and a place for fiction, adventure, romance, and those lighter forms of printed matter that come so lavishly in newspaper, magazine and book.

And that time is *after* the solid meal, and not *before* it. (Say, after 5 p.m.).

To obtain real pleasure and enjoyment from the solid reading that is recommended may be somewhat akin to a liking for olives—which is stated to be purely an acquired taste.

Yet when sufficiently long continued to have made a distinct

BE SURE THAT

The Stratford Beacon

DAILY AND WEEKLY

STRATFORD, ONT.

is on your list for that Fall and Winter campaign. Its lead in circulation and advertising patronage makes it indispensable in its district.

Guaranteed Daily
Circulation 3,029

W. M. O'BEIRNE - Proprietor

Satisfactory Results

"We received the current number of the 'Canadian Magazine' and notice our advertisement stands out with considerable prominence.

"With regard to the matter of enquiries you have lying at your office, we shall esteem it a favor if you will mail them to us so that we can add them to our list.

"We are glad to note that our advertisement in your magazine is eminently successful and produces such good results."

Yours faithfully,
The London Glove Co.

The Canadian Magazine

200 Adelaide Street West
TORONTO, CANADA

impression on one's mental equipment there will begin to be apparent the joy of the power of *doing things* better by reason of the added knowledge.

And no man who has not experienced it knows just the satisfaction of this joy of *doing* things.

That hot, tired, dusty runner who has just made a wonderful slide across the home plate gets immeasurably more fun out of it than the crowd who are watching him. That half-frozen, almost exhausted aviator who swings his machine in an altitude record above the clouds can tell you why so many risk their lives aloft year after year, undismayed by accident or death.

That captain of industry, equipped by his years of study and experience, finds keenest enjoyment in feeling, in his fingers' grip, the *power* that means more than millions, more than life.

So—in perhaps lesser degree—the same may be said of the advertising man who equips himself by persistent "solid reading" to render more efficient and resultful service to his customer or his house.

If he has no other recompense he will at least have the daily satisfaction of doing better work, and doing it more easily and readily than if he had let the frivol dominate. The joy of doing will come through the exercise of acquired *ability* to do; the strong meat of useful knowledge will be valued first for the *results* it produces, but will very soon begin to have a value entirely and wholly for *itself*.

Amazing though it may seem, there are men holding good positions as advertising writers who have merely bowing acquaintance with the English language.

It is the fashion in some quarters to say that a man may be a good advertiser and yet have but a superficial grasp of spelling, punctuation, grammar, rhetoric, syntax, etc. He *may* be if he has no *writing* to do. But that a man can turn out strong copy when he has an inadequate knowledge of the tools with which he works, is practically impossible.

I knew a young man once who —in order to perfect his grasp of words and their meanings— actually read the *dictionary* through. That comes as close to dry reading as I know of. But he stuck at it. And it has been of tremendous help to him—he says—ever since.

There are frequently times when a man needs to know grammar only so that he may forget it. And the rules for punctuation are quite commonly more honored in the breach than in the observance.

Yet to *skip* them intelligently one needs to *know* them perfectly.

All a man's reading need not of necessity be along the purely technical lines.

Because there is much of history, geography, travel and science in advertising subjects.

Into the copy step, from time to time, figures from the pages of history. Or down off the rostrum of politics or royalty.

Beautiful Cleopatra of old Egypt

The Acton Printing Service

Copywriters to supply ideas and get up reading matter in convincing form.

Designers to devise cover designs, illustrations and attractive color schemes.

A Printing Plant capable of the very highest grade of work.

If you are thinking of getting out any printing—anything from a leaflet to a ponderous catalogue—try Acton Printing Service.

'Phone for a salesman

Parkdale 4171

The Acton Publishing Co., Limited
Job Department
Cor. Queen St. W. & Gwynne Ave.
Toronto

essays to tell of the virtues of a certain soap material she used to enhance her charms.

The writer who used the phrase: "Let us hold fast to that which we know is good" had quite evidently a "working knowledge" of the life and speeches of William McKinley.

I saw an advertisement recently wherein was shown quite strongly the writer's familiarity with the historical events and personages of the Crusades.

And another where evident reading—and memory—of Arctic exploration was exhibited.

These are merely hints showing how a wide range of subjects must be covered by the ambitious adwriter who aspires to "sit in the seats of the mighty."—*Judicious Advertising.*

WHAT'S DOING AT THE AD CLUBS

CALGARY

On November 11 the newly formed Ad Club met in the offices of the Board of Trade for the purpose of adopting the Code of Rules and Constitution.

The attendance was over 100 strong, and judging by the enthusiasm exhibited, the future of this progressive club augurs very well.

Following Committees were elected: N. Cohen, P. D. Beasley, E. Willis, Publicity; H. E. Hefner, W. Davidson, G. Thompson, J. H. Woods and E. H. White, Executive.

H. E. Hefner was elected Vice-President, and C. W. Stokes Assistant Secretary.

J. B. Malette to whom the greater part of the credit for the organization of the club is due, is Secretary.

At the invitation of the Allen Theatre the Club attended the opening night on Nov. 19, and were very well received.

* * *

EDMONTON

The fourth luncheon of the season, and ladies' night, was held at the "Empire" on October 30. After the luncheon F. G. McDermid of the McDermid Engraving Company gave an address on "How I made all my Money," the address being illustrated by a number of lantern slides. A number of musical and other selections were given and a most enjoyable and successful evening was held. The splendid attendance augurs well for this enthusiastic body of ad men.

* * *

TORONTO

Any business man has only got to have his telephone out of order for a few hours to realize to what extent this modern saver of time and trouble affects his entire organization.

Kenneth L. Dunstan, Manager of the Bell Telephone Company, Toronto, in a bright and breezy address emphasized the many phases of telephone service in his address to the Club on Nov. 4.

Canada has surely reason to be a proud country, as the birth place of the telephone, for it was in Brantford, Ont., that Dr. Graham Bell, originated the instrument now in such common use.

Mr. Dunstan traced the history of the telephone from its inception, and followed its developments from the

There is a big market in Central and Northern Alberta for every kind of manufactured article. The Manufacturers and Wholesalers can develop this market by advertising in the

Edmonton Journal

(Sworn average circulation for September 16,035 copies daily.) Large as is the margin of Journal Circulation over other papers in the field, its tremendous pulling power can only be accounted for by extra quality as well. Increase your Alberta Business by using this valuable medium.

Write to-day for rate card and sworn circulation statement.

Published by the Journal, (Branch of Canadian Newspapers Limited,) Edmonton, Alta.

M. R. JENNINGS, Editor and Gen. Man. **JOHN MacLAREN, Business Man.**

Eastern Representative, E. J. Guy, Canada Life Bldg. King St. W., Toronto, Ont.

The Guelph Mercury and Advertiser

Established 1844

Is the only Guelph paper which gives a sworn detailed statement of circulation.

PRESENT CIRCULATION.

EVENING EDITION, 2960. (Practically 3,000.) Over 80 per cent. in the City of Guelph. Not given away, but sold at $4.00 per year, or 2c. per copy, in one of the wealthiest and most liberal buying urban communities in Canada.

WEEKLY EDITION, 4,500, all paid in advance, distributed in the best known farming section of the Dominion.

COMBINED PRESENT AVERAGE DAILY AND WEEKLY CIRCULATION 7,460 PER ISSUE.

General advertisers who wish to reach the people of Guelph, and of the splendid district tributary to it, can do so in no way so effectively or cheaply as through the columns of The Mercury, Daily and Weekly.

scientific toy of the earlier days to its present status as a business necessity.

Reference was made to the saving which the telephone has effected in the wear and tear on streets, in the greater facilities offered for shopping, and in the reduction of time in all business connections.

Personal reminiscences were told in the happiest vein, and the speaker was heartily applauded by the large number present.

* * *

So much has been written with regard to the Science of the Printing Word, that it is not surprising that a record attendance greeted James Wood Pogue, Field Manager and Director of the Sheldon School on his appearance at the luncheon of November 11.

To some, such a subject as "The Psychology of Advertising" would mean a "dry as dust" talk on theories and improbable practices, but Mr. Pogue got right down to bedrock, and showed that Psychology as applied to advertising has a very real and far reaching effect.

What is Psychology? he asked. Simply the law of the operation of the human mind. And what does the human mind do? It knows, it feels and it wills, and the human mind has no further choice than to act in this order.

The advertising man who makes a success, must appeal in this order to the knowing, feeling and willing of the human mind.

Salesmanship is simply the desire to compel the human mind to do certain things, and there are just four things which constitute the law of selling. First, attention must be gained or the other three steps cannot be taken. Secondly, interest must be aroused in the product for sale. Thirdly, desire to possess the article must be created, and fourthly, this desire must be carried far enough to make decision and action. The human mind never works backwards. This order is infallible and infrangible. Too little attention is paid to the appeal of the sub-conscious mind. It was possible to get something working in the minds of the people while they slept.

There were just five ways to get the attention of the human mind, and these were through appealing to the five physical senses, the only available medium of communication.

The more roads a man has to trave in a certain direction, the more certain is he to reach the goal in the quickest possible time, and the more senses that can be appealed to through advertising, the more certain can the advertiser be of ultimate success.

Through the senses of seeing, hearing, smelling, tasting, and feeling, and these alone, can a man be reached, and the price of the article is the least, and last thing in any sale.

Confidence is the basis of all good trading. It is the repeaters that count, and to guarantee repeat orders, advertising must contain all those elements that make for truth.

Mr. Pogue summed up his talk in a couple of remarkable equations which will well bear repeating. Quality plus quantity plus mode of delivery, equals service, which again equals satisfaction, making for confidence—the equivalent in the end, of profitable trade.

* * *

The value of advertising in making the Canadian National Exhibition what it is today was the subject of the

Electrotypes and Stereotypes

Send your good half-tones and zincs to the

Wilson-Hunt Co.

where you are assured of high-grade reproductions, efficient service and prompt delivery.

"PERFECTION" OUR SLOGAN

For your next job 'phone Adelaide 3260, or write the

Wilson-Hunt Co.
Temperance Street
Toronto

You'll Get Better Results

from a carefully prepared campaign

In St. Catharines

than you will from a like campaign in other centres of the same size! Why? Because St. Catharines is jumping. Population in 1911 was 12,652. Population in 1913 was 16,125. It is the base of an expenditure of $50,000,000 on the new Welland Ship Canal. It is surrounded by a rich thickly populated fruit area.

The Evening Journal

The oldest and most reliable paper in St. Catharines goes into the homes. It brings results. In making your estimates it will pay you to include "The Home Paper."

Journal of St. Catharines
Limited
St. Catherines, Ont.

Are You Looking

for a Christmas Gift for a business friend? What better than an annual subscription to "Economic Advertising"—the only Canadian Magazine published in the interests of more and better advertising?

It has been fitly styled the Canadian "Printers Ink."

One dollar for each subscription or three years for $2.50.

An elegant perpetual reminder month by month.

Economic Advertising
Mail Building TORONTO

weekly address given by J. K. Munro, publicity agent, before the weekly luncheon on Nov. 18.

"Get the goods and let the people know it, and you will do business," said Mr. Munro.

The Exhibition gets the goods, and lets the prople know about them by every legitimate means, and "then some." The Exhibition has realized the value of doing things big, because big things make talk, and talk is real advertising.

The speaker enlarged at some length on the different publicity methods employed to get over a million people through the gates in 14 days, and spoke of the remarkable success attending the hangers, posters, booklets and other forms of publicity employed.

The work of the Press Agent was humorously described, but the outstanding fact for successful work by this genius was fittingly described as having "a nose for news."

J. G. Kent, President of the Canadian National Exhibition, in a few well chosen words, presented the silver cup won, to J. C. Armer, winner of the recent billiard handicap tournament

* * *

A most enthusiastic evening dinner was held at the Woodbine Hotel on November 25, when Hugh Chalmers, of Detroit, was the principal speaker. Full extracts of his talk will be found on another page, so that further comment is unnecessary here.

* * *

Hugh D. Scully, Secretary of the Canadian Home Manufacturers Association explained to a fair attendance, what his Association was doing to popularize Canadian goods in Canada, and aptly described the efforts which are being put forth in the carrying out of the policy as that of practical patriotism.

Trade statistics, showing the immense business between Canada and the United States, and vice versa, were given.

When the big influx of recent years into Western Canada is realized, it is

JOHN BLACKHALL
Treasurer Toronto Ad Club

easy to understand how over three quarters of a million dollars worth of money a day, leaves Canada for the purchase of American goods.

Western Canada holds the key to the situation. It was only natural that new comers arriving in the Western Provinces would naturally call for those articles with which they had long been

familiar, and the merchants of the West could not be blamed for supplying the very active demand for Foreign made goods.

To educate the people to the fact that Canadian made goods were every bit as good and cheap in most lines as those made elsewhere, and to place facts before them in the most graphic manner possible, a traveling exhibition on wheels of Canadian products was organized and this train which touched a very large number of the large and smaller centres in the West, has from the first met with the greatest success. The cost of operating the train was covered on the first trip.

The venture is receiving the strong support of a large number of manufacturers, who have asserted without hesitation that its advertising value to them was a very real one.

Hugh Chalmers said:

"Some men, referring to any Ad. Club, say: 'What do I get out of it?'

They should say, 'What can I put in it?'

That is the right Spirit.

You can only get from your Ad. Club in proportion to what you and other members put in. Do your share. Get in and work—help along the Club and the work it has to do."

* * *

Party loyalty on the part of a newspaper may simply mean hope of political patronage in one form or another.

It isn't what you pay for advertising, but what it pays you that determines its costf.

The Hamilton Spectator

Is Noted for Reliability and

Has The Greatest Home Circulation

Therefore it is the

Best for Advertisers

Spectator Printing Company, Limited

HAMILTON, ONTARIO

"DICTATED BUT NOT READ"

By Elbert Hubbard

MY opinion is that the phrase "Dictated but not read," was devised in the counting-room of Perlmutter and Potash. It looks clever, and is very, very smart.

If Lapidowitz, the Schnorrer, was in charge of your correspondence, he would stamp this on every letter before he started for the ball-game.

It is an acknowledgment of sloth; and an apology without an accusation is proof of guilt.

It transfers blame from yourself to the stenographer and, therefore, is an easy sidestep in case of dispute. And just here seems a good place to quote Saint Francis, who said, "A gentleman is one who excuses every one but himself." My heart is with the man who, on receiving such a letter, scrawls across the corner of it, "Opened but not read," and returns it.

Everywhere you go nowadays, manufacturers will show you elaborate pains taken to test properly everything in every part and particular before it is sent out. Great care is taken to check bills back, re-read messages, and avoid misunderstandings and mistakes.

But here we find the head of a house making the acknowledgement that possibly there are things in this letter that are erroneous, that should not have been said, which, however, are in the letter, and so it is sent along in the hope that the receiver can make something out of it.

It is understood that if a man on his way to Europe and the steamer is to sail at ten o'clock, and a letter is dictated at nine-fifty, he may have to make a mad rush for the boat and leave the letter to be signed and read by some one else. Explanation, in this case, is eminently right and proper. But when one buys a rubber stamp and uses it as a part of his office equipment, it then certainly becomes a fad, a fake and a frivol.

If it is adopted to show that the writer has a vast volume of correspondence that he can not properly attend to, we have the Number Ten large oval bluff, or boullonicus ovulus bullcon, as Caesar said.

In the second place, if it is designed to slur the stenographer it reflects also on the dictator in hiring incompetent people.

Its principal use, however, is probably as a loophole for escape in case the letter is taken seriously and the writer is held to his contract.

Recently, a letter stamped thus came up in court in New York City, and it was decided by the judge that stamping a letter, "Dictated but not read," did not free the individual from the statements therein contained.

If you dictate a letter it is your duty to re-read it, and correct any possible errors before the letter is mailed.

Business now is done right out

GET IN ON THE GROUND FLOOR

Any adequate description of the possibilities of marvellous British Columbia would read almost like a fairy tale.

Yet in no part of the world is there such untold and undeveloped wealth than in far Western Canada—wealth in minerals and timber, fruit, grain and fish.

As a field for the marketing of Eastern manufactures, British Columbia is unrivalled, and as a medium for exploiting Eastern products

THE SUN

with the largest morning circulation in British Columbia, holds pride of place. Over **22,000** individual subscribers daily

AND STILL GROWING

Ask any reputable agency. They know!

The Burrard Publishing Company, Limited

VANCOUVER, BRITISH COLUMBIA

Eastern Representative

EDGAR J. GUY, - 65 CANADA LIFE BUILDING, - TORONTO, ONTARIO

Head Office
516
St. Lawrence
Eagle Bldg.
MONTREAL
Subscription
Price
$3.00
Per Annum

THE
Jewish Daily Eagle

THE ONLY JEWISH DAILY IN THE ENTIRE DOMINION OF CANADA

THE EAGLE

REACHES ALMOST EVERY HOUSE WHERE JEWS RESIDE

Branch Office
113
Queen Street
West
TORONTO
Moderate
Rates for
Advertising

THE EAGLE REACHES A MOST DESIRABLE CLASS OF BUYERS WHICH COULD NOT BE REACHED THROUGH ANY OTHER NEWSPAPER, THEREFORE AS AN ADVERTISING MEDIUM IS UNSURPASSED AND STANDS UNIQUE IN ITS CLASS. FOR SPECIAL RATES APPLY HEAD OFFICE, MONTREAL

in the white light. We ought to be honest, simple and direct—or try to be. The devious, the clever, the sharp, have no place in modern business methods. Neither has the hasty, the slipshod, the sloppy.

Any man who does business all out of breath would do well to pause and take a few days off with Billy Muldoon. Or, if he is so distressed that he can not read and revise his correspondence, a visit to the dentist's would be in order.

"Dictated but not read" is one degree worse than that ancient epistolary wheeze, "Thanking you in advance."

The man who writes, "Thanking you in advance," will probably enclose a two-cent stamp, which he thinks forces on you the necessity of answering his letter. He is the individual who wants something for nothing.

Imagine a fond lover, of the Nineteen Hundred Thirteen model, making a proposition of marriage, putting the proposition thus: "I love you dearly and await your kind reply to the proposal herein contained. Thanking you in advance, I remain, etc."

Then he takes his trusty stamp and in red ink places on the sheet, "Dictated but not read."

CAN OLD EMPLOYEES BE MADE EFFICIENT?

THE complaint is constantly being made that business concerns are hard-hearted, and that after employees have devoted the best years of their lives to a firm, their services are dispensed with when they become too old.

An analytical study of the facts proves quite conclusively that the fault lies not so much with the employer as with the employee, mainly because the employee who is energetic and enthusiastic at twenty settles into a rut and at thirty shows little initiative, while at forty he does not want to be disturbed.

At twenty the employee talks and thinks about the new way of doing things, and he is at a loss to understand why the old-fashioned clerk, as he terms him, does not see the light of day or the handwriting on the wall; and yet this same clerk is likely to develop, later on, into another such old-fashioned clerk.

The old employees almost invariably resist the authority of the new comers, falling back upon the old argument that with their years of experience they know what is best for the concern.

Old employees are inclined to ignore the orders of a new manager and to disregard his suggestions when newer or more progressive policies are introduced, and this is the attitude of the old employee toward the efficiency engineer who has been engaged to increase the efficiency of the organization; consequently, the efficiency engineer, to accomplish his results, must of necessity remove the old employee who is putting stumbling blocks in his way.

Recently an auditor of a prominent New York concern, who is

With the Daily and Sunday World the advertiser gets a total combined circulation of

more than 138,000

and a combined City of Toronto circulation of

more than 96,000

A combination contract for 10,000 lines, covering both papers, gives a rate of less than

9 cents per line

per 1,000 circulation. For particulars, rate card, sample copies, etc., address

The World Newspaper Co., Limited
Toronto

noted for his cold-blooded tactics but who held his position on account of his past record and the fact that he had grown up with the concern, refused to ac-

Pleasing and forceful design and happy caption

cept new conditions, and when the officers of the concern wanted certain changes made and some thing done in a different way, the old auditor refused to see the light of day, with the result that an efficiency engineer was engaged to secure the facts and make the changes required. The auditor, realizing that he had grown up with the concern, had no intention whatever of having his authority questioned, and accordingly tendered his resignation—and was surprised when it was accepted, because he really did not think the concern could get along without him.

Progressive concerns cannot stand still, and employees should realize that they cannot stand still and continue to hold their positions. The keen business man realizes that the greatest asset he has is old employees, and many well-known business men today say that their greatest loss is that of an old employee; but it must be realized that when old employees insist on standing still, when they are determined to block progress and are satisfied to let well enough alone, they have no one to blame but themselves when they are crowded out by the younger men who have the same ideas of progress which they themselves had twenty or thirty years before.

The old employee must keep in touch with the progress that is being made in the outside world and keep posted upon the methods in vogue in other establishments together with the newer and more progressive ideas being used to advantage by competitors.

If they do this, then they will have double the advantage of the younger man, because they can combine the new with their past experience and give better service to their employer than the youngster or "up-start" who, they now say, is taking their jobs away from them.—*Business Bonroe.*

* * *

It were better that a news item be not published than that an initial be wrong.

* * *

The best subscription scheme for the country paper is well filled columns of local news.

HANDLING MEN SUCCESSFULLY

By T. Edgar Ward

(*Concluded from Last Issue*)

A BUSINESS man wants to get some facts of great importance and is in need of a man to secure the desired information for him. He prides himself on his ability to handle men and uses his ability to persuade one of the assistants who is trustworthy, to go and secure these facts. The assistant is reluctant to go, feeling that it is out of his sphere, but successful handling overcomes the objections, so out goes the assistant, who is a man of Fig. No. 3 type. On his return he presents the gathered information, and the employer is keenly disappointed; the few facts that he has obtained are of little importance, and the vital information is lacking.

The report is full of theories and conclusions, but theories are not always facts. What was the trouble? The assistant sent out had not the natural fact-acquiring ability as the art of character analysis would have shown in a minute.

Instead of sending out Fig. 3 type. to get facts, the manager handling men in the truly successful way would have sent out a man of Fig. 4 type. This type has the faculty of acquiring facts strongly developed; he is not a man of theories, but the practical "show me" type. As a team the two types would be excellent. The former will classify the facts after the latter has secured them. No. 3 will find no difficulty in formulating a correct theory, providing he has the right facts to work from. No. 4 will get the facts more easily than No. 3, but will not be able to secure correct theories so readily.

But mistakes of this nature are the rule rather than the exception, because many believe that they can size a man up and ignore the fact that to know human nature one must know more than the superficial qualities, more than the indications of voice, walk, bearing, personality and temperament.

The successful man must go further than that and know the causes that have brought about these indications and characteristics, he must know the greatest and most important of all sciences, the science of human intelligence and the art of character analysis, and until that time we shall always have our misfits in business and labor. Men, as lawyers, who ought to be tilling the soil; artists, dubbing away at color which they will never be able to see or understand; coal diggers, who would be better occupied as salesmen and salesmen who ought to be painting houses or digging wells, or bookkeepers who would make a better living as musicians.

A merchant desires a man as buyer of silks. It is essential that the most delicate shades of color be secured and the finest quality of silk be obtained at closest

prices possible. There are four or five men available for the position and he looks them over, inquires of their past experience and chooses a man whose experience seems adequate, whose personality is strong, and whose character is

Fig. 3

irreproachable. The man is only a fair success, he manages to do his work and draw a good salary, but the merchant is not satisfied and complains about the difficulty of securing a really efficient man, but the truth of the matter is that difficulty is more in the knowing which man to choose and how to choose, for out of those available, there was one exactly suited for the work.

His personality was not, perhaps, as striking, nor his experience quite so extensive, but he had other qualities besides a good character, which the man chosen lacked, that were most vital to the success of this work. His sense of color was highly developed; the quality of his organization was delicate, but delicate quality does not mean weakness.

By delicate quality of organization is meant the refinement which is shown by the close grain texture of the skin, it is soft and delicate; the hair is fine, the eye is clear and bright, the features smooth and harmonious, the mental processes are brilliant, facile, rapid, their depth and power, however, depending upon the combination of strength with delicacy. Such persons are able to appre-

Fig. 4

ciate nice shades of thought and this man with his sense of color and quality of organization was fitted to use the keenest judgment in choosing shades, but also had a very keen sense of touch so essential to one who has to buy silks of the very finest quality.

Further, this man has a shrewd sense of values as he was strongly developed in the financial sense—acquisitiveness—making him peculiarly happy in combination for this work where it was not only necessary to be able to appreciate delicate shades of color—finest qualities of silk, but also to buy

"Yes—FRY'S Chocolate will make this cake just delicious!"
FRY'S
CHOCOLATE ICING POWDER
Make the ICING for your Chocolate Cakes with
Fry's Chocolate Powder
Easily and quickly made this way. Mix one-quarter cup of FRY'S CHOCOLATE POWDER with two cups of powdered sugar, adding two tablespoons of cream or boiling water. Try this once and you'll want to make icing this way OFTEN
Remember: "Nothing Will Do But FRY'S"
Trade Supplied by
J. S. FRY & SONS, Limited
Toronto, Montreal, Toronto, Winnipeg, Calgary, Edmonton, Vancouver, Victoria.

Exceptionally fine illustration and good display

these silks at the closest prices, because of his well developed financial sense.

Now, the merchant overlooked these qualities when he hired his man; he hired a man whose organization quality was strength, but of the muscular kind, whose sense of color and appreciation of fine shades was only mediocre and whose financial sense was deficient. Naturally, the man hired was only partially successful, his good character and personality enabled him to hold down the job, but the merchant had a man only 75% efficient when he could have had a 99% or 100% efficient man, and a consequent more successful business.

We all know of men who can find their way around anywhere almost with their eyes shut and other men who will lose their way if they get into a street half a block from their regular route, yet how many salesmanagers take this quality into consideration when sending salesmen out on a territory.

When you send a man of the former kind out on an extensive territory he will waste hours and hours of precious time finding his way about while the latter man will be securing valuable orders having no difficulty in reaching his destinations.

These are important factors in the successful handling of men, and business men are becoming awakened to its importance and are seeking the light.

We are but infants in the real study of the human intelligence, but it is a healthy infancy and promises a slow but sure development.

Even to-day there are more business men studying the art of character analysis than there have been in all the past decades of time and the business man and managers of men of the future will be masters of the most fascinating sciences that is within the power of man to study.

* * *

Most of the obstacles in our way are the ones we make ourselves.

RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

The ad of M. Beetham & Sons, the well known firm manufacturing high grade toilet preparations and soaps, is reproduced chiefly because of the really excellent illustration.

The "pretty girl" effect is used here

to the very best advantage, and the crayon treatment is one which could be effectively used in a great many more instances.

The argument is a long and somewhat common-place one, yet by no means weak, and the name of the preparation advertised "La-rola," is well brought out in distinctive lettering.

The same fact is used by these people in various ways, but we think this particular crayon treatment is especially good.

* * *

The series of Robbie Burns advertisements now being placed by the Hamilton Importing Company, strikes a new note in liquor advertising, and the Scotch dialect introduced into each ad is likely to attract considerable attention for a Scotch product.

The one reproduced is perhaps the best of the series, showing a Highland scene, a genial old Highlander, and the bottle and name of the product well emphasised.

The second shows a scene of a dour looking Scotch piper (dour evidently because he cannot drink R. B. and blow at the same time), a second kilty doing the Highland Fling, and a third with an evident smile of satisfaction because of the flavor of this particular brand.

And the third picture has two typical Highlanders, each well provided with a generous drappie.

Another represents a Bonnie Highland Lassie with an extra large size bottle of "Robbie Burns," greeting her Prince Charlie, with an appropriate Burns quotation, and again with a Burns quotation another Scottie with a very thoughtful expression is pouring out the precious fluid watching that he does no take a 'wee drap tae much.'

The final ad of the series is a similar, very attractive ad in which the picture

of the celebrated Poet, the firm name and the Key Stone Bottle are well emphasized.

The caption "The Key Stone bottle wi' the Gold Bonnet," is excellent, and as both drawing and set up are uniform-

ly good, I think that this series of advertising for an article like whiskey, has reached high water mark.

* * *

From the "go-ahead" city of Dallas, Texas, one is apt to look for a little better form of publicity than is contained in the "Little Pig" sausage ad reproduced.

The two little pigs carrying a parcel of sausages are doubtless intended to attract attention, but why should the

third porker be in such a hilarious state at the mere prospect of being turned into an Armstrong savory appetizer.

Sausages are things which offer such a number of good talking points—the quality of the meat, the care and cleanliness in packing and the sanitary way in which they are handled and distributed—yet none of these very obvious points have been made anything of. This is a form of publicity which is fast dying out.

* * *

Brewers' advertising is running in very large space in all the leading dailies of the country, and the "Dow" ad reproduced is no exception. This is a case where far too much has been made of the illustration, and the line of talk would easily apply with equal force to half a dozen other Brewers'.

To be able to substitute a name of a competitor for your own, and retain an ad just as forceful as the original one is a noticeable fault in a large num-

DOW
In Montreal
At the leading hotels and cafes and at all first-class hotels in Canada, the Dow Yellow Capsule Ale (all Brewery bottled) is sold and recognized as the best which Canada offers.
The Dow Yellow Capsule Ale, thanks to its richness in finest barley malt and delicious and invigorating hop juices, is a real food-drink and is as helpful to the system as it is delicious to the taste.
Ask for the Dow Yellow Capsule, Brewery Bottled.
ALES &
PORTER

ber of advertisements, but this ad is no exception.

Then again, no attempt whatever has been made to make the reader familiar with the shape of the "Dow" bottle, the special capsule or the label, and these are points that are always well worth featuring. I have noticed many better efforts than this.

* * *

The "Shiloh" ad reproduced is noteworthy for the bold use of illustration to advertise a cough and cold remedy. Four-fifths of the entire advertisement

is occupied by the illustration, which, by the way, representing a well known city street on a rainy day, is noteworthy for its excellent pen work.

The reading matter for a Patent

Medicine ad does not err unduly on the side of exaggerated claims, and good capital has been made from the fact that this has been a family remedy for 40 years. The emphasis of the carton and bottle is well pronounced.

* * *

We have been accustomed for some time past to associate the genial Grandpa with the little boy, but in every case it has been the old man who has been doing the purchasing of a delicious brand of chocolates. Now we find the same old gentleman coming up smiling for the Gillett Safety Razor, but in this case he is a generation younger, and it is he who is receiving, and not the youngster.

No fault whatever can be found with the copy nor caption, it measures up well to the high standard of convincing selling talk which we are accustomed to look for from the Gillett Safety Razor Company, but seeing that the old gentleman and boy are being featured at the present time for another firm, we think

Here's the dandiest Christmas Box I could find for you, Daddy"
"You're a good guesser, Son! A Gillette Safety Razor is exactly what I wanted"
The Gillette has played the star part in thousands of happy Christmas scenes, and will be more in evidence than ever during the coming Yule-tide celebrations.
It looks so good! From the case of rich grained leather or shimmering gold or silver plate, to the trim, business-like razor and the handy plated blade boxes, it looks worthy of its reputation as the world's best razor.
It works so well! The velvet-smooth Gillette shave wins instant approval the first time a man tries it. No other is so quick, so safe, so comfortable, so satisfactory. If your gift be a Gillette, it will pleasantly recall the giver 365 times a year.
Nearly 40 styles from which to select. Standard Sets at $5.00 —Pocket Editions at $5.00, $5.50 and $6.00—Combination and Travellers' Sets at $6.50 up.
Ask your Druggist, Jeweler or Hardware Dealer to show you an assortment. If he cannot, write us and we will see that you are supplied.
GILLETTE SAFETY RAZOR CO. OF CANADA, LIMITED
OFFICE AND FACTORY—THE NEW GILLETTE BLDG., MONTREAL
Gillette

that a little more originality migh have been shown.

* * *

"We have certain work to do for our bread, and that is to be done strenuously; other work to do for our delight, and that is to be done heartily; neither is to be done by halves and shifts but with a will; and what is not worth the effort is not to be done at all." —*Ruskin.*

* * *

Two heads are better than one—on the front page.

THE PRINCIPLES OF BUSINESS SUCCESS

Extracts from address before the Toronto Ad Club on November 25, by Hugh Chalmers, President of The Chalmers Motor Company, Detroit, Mich.

HUGH CHALMERS of Detroit, one of America's most successful business men, held for over an hour the closest attention of a very large turn-out of members at the monthly dinner at the Woodbine Hotel, on November 25. His talk was of an eminently practical nature and dealt with "The Principles of Business Success."

There are just five things, the speaker claimed, that the business man deals with in his business. Money, materials or merchandise, machinery, markets and men, and these five constitute a business man's equipment. Neither money, or in fact, any of the first five items were difficult to secure, but the greatest difficulty was to find the men who were really efficient. In other words it was brains for which the market demand exceeds the supply.

The $1,500 man was common, and when, after faithful service his salary is raised, he often falls down badly. It is the five and ten thousand dollar men who are scarce.

Distribution and the finding of markets are the greatest problems in business and the solution of this problem hinged on two factors—Advertising and Salesmanship. In both of these the object is to teach the people confidence, and this business of teaching is the greatest thing which Advertising and Salesmanship have before them.

There is the closest relationship between advertising and salesmanship. Advertising conducts a public school, but salesmanship gives private lessons. Advertising is salesmanship plus publicity. Salesmanship is advertising, plus getting the orders.

The speaker asserted that he knows but little of the actual meaning of the word "psychology," but he considers that good advertising may be described as having the right idea and using it at the right time. Boiled down to a few words, successful advertising may be said to be achieved by doing three things—Being honest, being sensible and being persistent. The hardest thing in the world to find is yesterday's newspaper, because the news is stale, and the advertising along with the news becomes stale too.

Advertising has two main purposes. Not only to sell the goods, but to create a prestige or goodwill for the business, which is worth as much as the business itself. The value of advertising was shown to consist not in the amount of white space paid for, but in the use made of the space, and the prime necessity of all good advertising is to talk from the standpoint of the reader. Small words and simple talk will always prove the

Greeting

1913

Has brought its joys and sorrows, its ups and downs, to all of us, but at the Christmas Season of joy and goodwill everything is brightest and every thought a happy one.

For you good Advertising Friends, from Coast to Coast, we wish the heartiest of good cheer at the Festive Season and renewed health, happiness and prosperity during

1914

NORRIS-PATTERSON LIMITED
Advertising Agency
MAIL BUILDING TORONTO

best kind of selling argument. To talk and print so that the man without education will know what you are talking about is the ideal kind of copy. If this line of talk is followed the college graduate will understand you, or at least, he ought to be able to do so.

Real salesmanship consists of making the other fellow feel as you do yourself about the goods you

HUGH CHALMERS
President Chalmers Motor Co., Detroit

are selling. Even bankers are salesmen, because bankers sell money. The sale must first take place in the mind of the man who buys the goods and the lawyer make an ideal salesman because his argument consists of the three essentials that go to make successful selling. There is the approach, the demonstration and finally the closing argument, and along these lines the fullest success can be obtained.

Apart from the personal equation, the elements of success in any man are health, honesty, brain power, knowledge of one's business, tact, industry and enthusiasm, and these valued virtues must be fostered. The man who invented the phrase "Always on the job," describes industry to perfection. Without sincerity, enthusiasm is a mere statue. The business man must get things done. He must organize himself and be open-minded, for no man "knows it all." The only difference between a rut and a grave, is in the width.

Mr. Chalmer's address, which occupied over an hour, was enlivened by many touches of quiet humor, and a number of shrewd aphorisms and advice on the ethics of good advertising.

E. W. Saxe, of the National Cash Register Company proposed a hearty vote of thanks, which was seconded by F. E. Mutton of J. J. Gibbons, Limited. President Rook was in the chair. A string orchestra, with E. Jules Brazil at the piano and G. McKellar, Baritone, rendered musical selections most acceptably.

* * *

A newspaper subscriber gained by a premium scheme is sometimes only half a subscriber, but half a subscriber is better than none at all.

* * *

Every little movement leaves a record all its own, on our reputations as well as our characters.

IMPORTANT BUSINESS TRANSACTIONS BY PRESS ASSOCIATIONS

THE principal newspapers of Canada were well represented at the meeting of The Canadian Press Limited and the Canadian Press Association, held in Toronto, November 19 and 20. Much business of a most important nature was transacted, and the arrangements made permitted members to attend both conferences. Officers of the Canadian Press Limited were elected as follows: President: J. F. MacKay; 1st Vice-President: E. H. Macklin; 2nd Vice-President: L. Lewis; Sec.-Treas.; J. E. Atkinson. Separate boards of directors representing Ontario, Quebec, Maritime Provinces, and Western Canada were also chosen. This is the fourth occasion on which Mr. MacKay has been elected to the Presidential chair.

Separate meetings for the discussion of news service were held by the morning and evening newspapers, and a joint session was held in the evening by the directors of the Canadian Press and the executive committee of the Press Association, to discuss the threatened increase in rates on second class mail matter. At a special meeting of the Press Association on November 20, it was decided to invite the Imperial Press Conference to Canada in 1914, to which journalists from Great Britain, Australia, New Zealand, and South Africa will be invited. Sir John Willison was appointed chairman of the committee to make the necessary arrangements for the Conference. M. E. Nicholls submitted a comprehensive report with regard to the conditions for the handling of second class mail matter, and his postal report and recommendations were carried with one ammendment.

A deputation to place the matter before the Postmaster General was appointed. The report we understand is, for the time being, of a confidential nature, so that further comment at the present time is inadvisable. The new constitution and bylaws passed contain many important changes and have resulted in the consolidation of all inter-provincial associations into one national body, having a membership of over eight hundred. Arrangements were made for the incorporation of the new body.

WESTERNERS
HEADING FOR
TORONTO'S TWO FAMOUS HOTELS
THE WALKER HOUSE
AND
THE GRAND UNION HOTEL
(Walker House Annex)
¶ A hearty welcome and the best of good cheer awaits you
¶ These two hotels are the great central meeting places for everyone from Western Canada
¶ The Grand Union has been re-modelled and re-furnished at an expense of $100,000.00 making it as complete and up-to-date as the Walker House.
¶ Both Hotels adjoin the Union Station and are convenient to Theatres and Shopping District
American and European Plan
WALKER HOUSE
The House of Plenty
GRAND UNION HOTEL

Novel conception and excellent display

INTRODUCING A NOVELTY

In a recent conversation with one of the most well-equipped and experienced advertising men of to-day the talk turned on introducing a novelty.

The novelty, he maintained, was an article of general household use and the particular point was whether the best thing to do was to come out at once with a big national campaign or if a better plan would be to make a test in a limited area.

I think, said the speaker, it is nearly always as well to make a trial trip or two before you send the ship on her big voyage. It cannot do any harm, and it may reveal defects that might be most serious, as well as suggest improvements of the utmost value. My idea would be to take a comparatively small area inhabited by as large a proportion as possible of the class of people to whom the article advertised would appeal. Within this area I should then carry out what would be, in effect, a national campaign in miniature.

Notwithstanding the comparatively small scale of this initial campaign, I should leave nothing out of account which would have to be considered in one covering the whole country. Press and other advertising to the general public, distribution arrangements through retailers or otherwise—in fact, the whole selling organization should be planned in as complete detail as could possibly be contrived.

I should check, tabulate, and analyze the results secured from every individual item in this campaign with meticulous care. On the data thus secured I would, if necessary, re-model and re-balance the whole of it. My inclination would then be to do exactly the same thing in another small area of similar character by way of making sure that at length I had brought my scheme into the best shape.

Then I should be in a position to enter with some confidence into the larger field. I should not be working on untested theories, but on ascertained facts.

The cost of two such small campaigns as I have suggested would be comparatively insignificant, and they might prevent a huge expenditure on national advertising from being practically thrown away owing to some unforeseen weakness in this part or that of the selling scheme as a whole.

I often wonder that new advertisers do not more frequently adopt some such method of proceeding as I have indicated. I can remember a good many ambitious campaigns which have failed almost, and in some cases quite completely owing, as one could see easily enough after the event, owing to comparatively small weaknesses in detail which would readily have revealed themselves if a small scale trial had been made.

* * *

If you have real value to offer you will find the public quick to grasp it.

MEN AND MEDIA

The Massey Harris Company forwarded us their several new catalogues dealing with plows, binders, and various gas engines suitable for farm use.

The arrangement is a remarkably complete one, and the catalogues gotten out in several colors are a marvel both of good printing and handy arrangement.

F. W. Hunt, advertising manager, deserves every congratulation on the product of these positive business getters.

* * *

The *Toronto Globe* is justly proud of the fact that it was one of the first six papers on the American Continent to recognize the advertisers' right to know exactly what he is buying, both in the matter of quantity and quality of circulation.

A sworn detailed circulation statement with full analysis by post offices, villages, cities and towns, and covering the first nine months of the present year has reached us.

Among other interesting facts for advertisers, we note a comparison of advertising rates, market reports, details of the new rural delivery, census returns and full advertising rates.

A copy may be obtained for the asking.

* * *

The postal authorities advise us that all advertisements appearing in two-page space must not have a continuous border containing the two pages, but that each page must have a separate border, otherwise publications containing such matter will be rendered liable to postage at the rate of two cents per pound.

Canadian Farm have hit upon a novel plan to replace the ordinary circular letter, carrying information with regard to their publication, by a simple data sheet. The idea is that in the long circular sheet possibly not more than a few lines are of vital interest to the reader and considerable time and energy is wasted by wading through the whole epistle. In these sheets just the information that is likely to be of service will be included, and no more, and they will be prepared in such a way as to make them convenient for ready filing. The idea has much to commend it.

* * *

The N. M. Sheffield Special Agency, New York and Chicago, have been appointed advertising representatives of the Montreal *Herald*.

* * *

H. D. Cantelon has resigned his position with the McKim Agency and has accepted a post with the Gagnier Advertising Agency, Toronto.

* * *

The *Canadian Poultry News* formerly published in Wiarton, has been purchases by J. A. Livingston, of Grimsby, and will in future be issued from his office there.

The *Canadian Poultry News* will be published twice a month during the winter months, and once a month during the summer.

* * *

The plant of Le Soleil, of Quebec, was damaged last Friday to the extent of $20,000 by a fire that started in a department store, next door. There

was no interruption in the publication of *Le Soliel*, as at present it is being issued from the plant of the *Chronicle*, through the courtesy of the publishers of that paper, until repairs can be made. The damaged plant was amply insured.

* * *

F. C. Mills, business manager of the Brantford *Courier*, suffered a painful injury trying to board a moving car.

* * *

Dr. John A. MacDonald, editor of the Toronto *Globe*, delivered a lecture before the Sunday Evening Club in Chicago last Sunday.

* * *

The Canadian Baptist, Toronto, advise that they have removed to their new building at 223 Church St., where increased facilities will provide for their patrons an entirely satisfactory service.

* * *

Advertising and Selling, the independent advertising journal of New York City, advise that in connection witht he forthcoming Convention, they will offer a $1,000 cash prize for the article which will do most to promote advertising. This seems a large sum for a single article, but as is well known, a single advertising idea may be worth hundreds .of thousands of dollars. The judging of the competition is in the hands of leading and thoroughly competent advertising men, and has the hearty approval of leading officers of the Associated Clubs. The competition is absolutely free to all, without any strings to it, and full details can be obtained from John K. Allen, of the *Christian Science Monitor*, Boston, Mass., or from *Advertising and Selling*, 95 Madison Ave., New York City.

* * *

The first issue of *Everywoman's World*, published by the Continental Publishing Co. Limited, Toronto, Can., has made its appearance and will surely find a leading place amongst the journals appealing particularly to the woman and the home. The cover is entirely effective, and the reading matter covers a very wide range of subjects appealing to the gentler sex. There are short stories by prominent writers galore, original music, embroidery and fashion hints, house-keeping and baby tips, in fact, the whole range of a women's home life seems to have been covered in a most satisfactory manner.

We notice in the fashion illustrations, a new style of illustration in crayon effect, which is as far as we know, new to Canada, and this gives a soft tone to the pictures which has much to commend it.

A large volume of high-class advertising is included, and when the paper stock, which we understand was provided by the maker contrary to the sample ordered from, is replaced by something considerably superior, the general appearance of the magazine will be much improved.

The low subscription price will place this monthly in the hands of a very large number of Canadian women, and the energetic subscription campaign which has been inaugurated, should make it possible for the publishers to reach the ambitious goal which they have set themselves, within a very short time. Our best wishes go with the new venture.

EVERYWOMAN'S WORLD

Canada's Greatest Home Magazine

"Success turns largely on producing an article that can be sold at a minimum expense for advertising and selling, and which, when once sold, sells more."

—Henry Ford

That's the great, sound idea back of EVERYWOMAN'S WORLD.

In EVERYWOMAN'S WORLD we have given Canadian women exactly what they have always needed and wanted in a woman's magazine.

We have safeguarded our advertising columns for these women, thus making EVERYWOMAN'S WORLD advertisements doubly interesting and attractive to them.

Then we have applied to EVERYWOMAN'S WORLD sound merchandising principles and have gotten its circulation through advertising—an immense campaign from coast to coast in Canada entering more than 1,250,000 homes.

You will be wise to get fullest particulars about EVERYWOMAN'S WORLD through your agency, or from us. Better make request now in time to profit from our next issue—out January 20th. Forms close December 15th to January 5th.

$40.00 a month spent in EVERYWOMAN'S WORLD during 1914 will take your sales talk in 200-line (¼ page) space to more than 300,000 desirable Canadian people!

Chas. C. Fitzpatrick *Vice-President and Advertising Manager*

CONTINENTAL PUBLISHING CO., LIMITED
TORONTO, CANADA

AMERICAN OFFICE: 12th and Callowhill Sts., Philadelphia, Pa.

Special Representatives for the United States
STOCKWELL SPECIAL AGENCY
286 Fifth Avenue, New York Peoples Gas Building, Chicago

Under the title of "Agriculture and Publiculture," the Montreal *Star* forward a series of advertisements which have been running from time to time to advertise advertising.

There is plenty of ginger talk in these ads, and care has been taken not to word them in a manner likely to be above the heads of a large portion of the *Star* readers, that is to say, they are written in a simple, direct and chatty style, which is ever so much more effective than the rather high flown ads which have been gotten out in certain other quarters. Such a series should have proven of genuine benefit, not only to advertisers, but to the paper itself.

* * *

Truman A. De Weese, of the Shredded Wheat Company, not only writes advertising copy that has been abnormally successful in disposing of the product of the firm he represents, but he has found time to compile a really readable book, telling in the first place how he successfully got back to the pleasures and simplicity of farm life, and also including many sparks of human philosophy that are well worth retaining. The book is written in a delightful vein and takes one right back to the upland breezes, flower bedecked fields and the simple farm life, and will prove a welcome relaxation to every advertising man. Harper Bros., New York City, are the publishers. The title of the book is 'The Bend in the Road.'

* * *

The boss must tend to business, but there's something wrong with the organization if he cannot be away for a few days at almost any time.

Index to Advertisers

DECEMBER, 1913

CALGARY
Herald 8

COBALT
Nugget 8

EDMONTON
Journal 20

GUELPH
Mercury 20

HAMILTON
News List 10
Spectator 24
Times 12

LONDON
Free Press 8

MONTREAL
Gazette 12
Jewish Eagle 26
Star 2

SASKATOON
Phœnix 14

ST. CATHARINES
Journal 22

STRATFORD
Beacon 16

TORONTO
Acton Publishing Co 18
Canadian Courier 10
Canadian Magazine 16
Everywoman's World 43
Economic Advertising 22
Globe ..... Outside Back
Star ..... Inside Front
Telegram ..... Inside Back
Norris-Patterson Advertising Agency 37
Wilson-Hunt Co 12
World 28

WINDSOR
Record 6

WINNIPEG
Commercial 14
Free Press 4

VANCOUVER
Sun 26

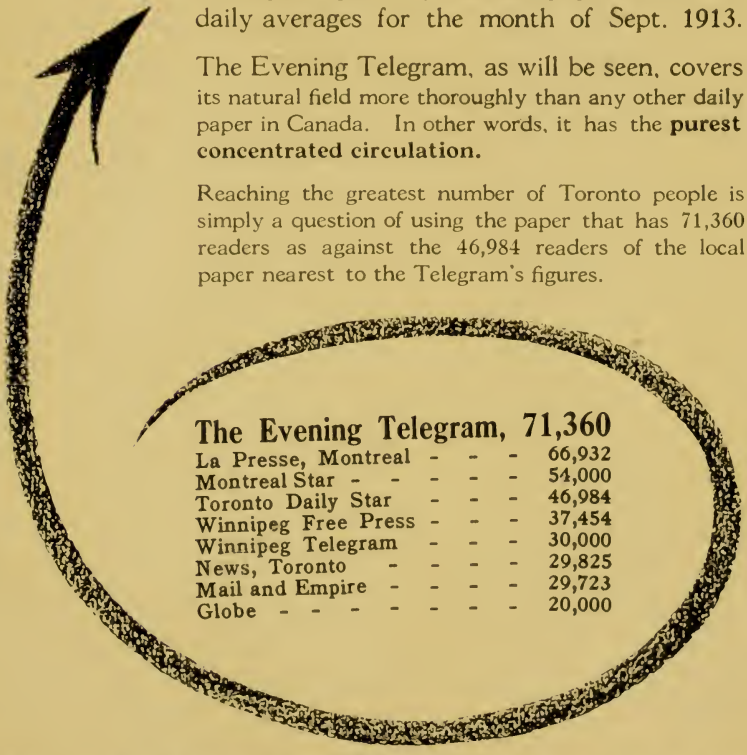
Largest city circulation in Canada

The Evening Telegram has the largest circulation in the city of publication of any daily newspaper in all Canada—17,000 greater than any other English speaking newspaper in Canada.

The figures given by the newspapers listed are daily averages for the month of Sept. 1913.

The Evening Telegram, as will be seen, covers its natural field more thoroughly than any other daily paper in Canada. In other words, it has the **purest concentrated circulation.**

Reaching the greatest number of Toronto people is simply a question of using the paper that has 71,360 readers as against the 46,984 readers of the local paper nearest to the Telegram's figures.



The Evening Telegram,	**71,360**
La Presse, Montreal	66,932
Montreal Star	54,000
Toronto Daily Star	46,984
Winnipeg Free Press	37,454
Winnipeg Telegram	30,000
News, Toronto	29,825
Mail and Empire	29,723
Globe	20,000

THE EVENING TELEGRAM

"Covers all Toronto"

The Globe

Canada's National Newspaper

One of the first half-dozen papers on the American Continent to recognize the advertiser's right to know exactly what he is buying, not only in the matter of **quantity** of circulation, but of **quality** also.

Sworn Detailed Circulation Statement for 9 Months of 1913

52-Page Booklet Just Issued.

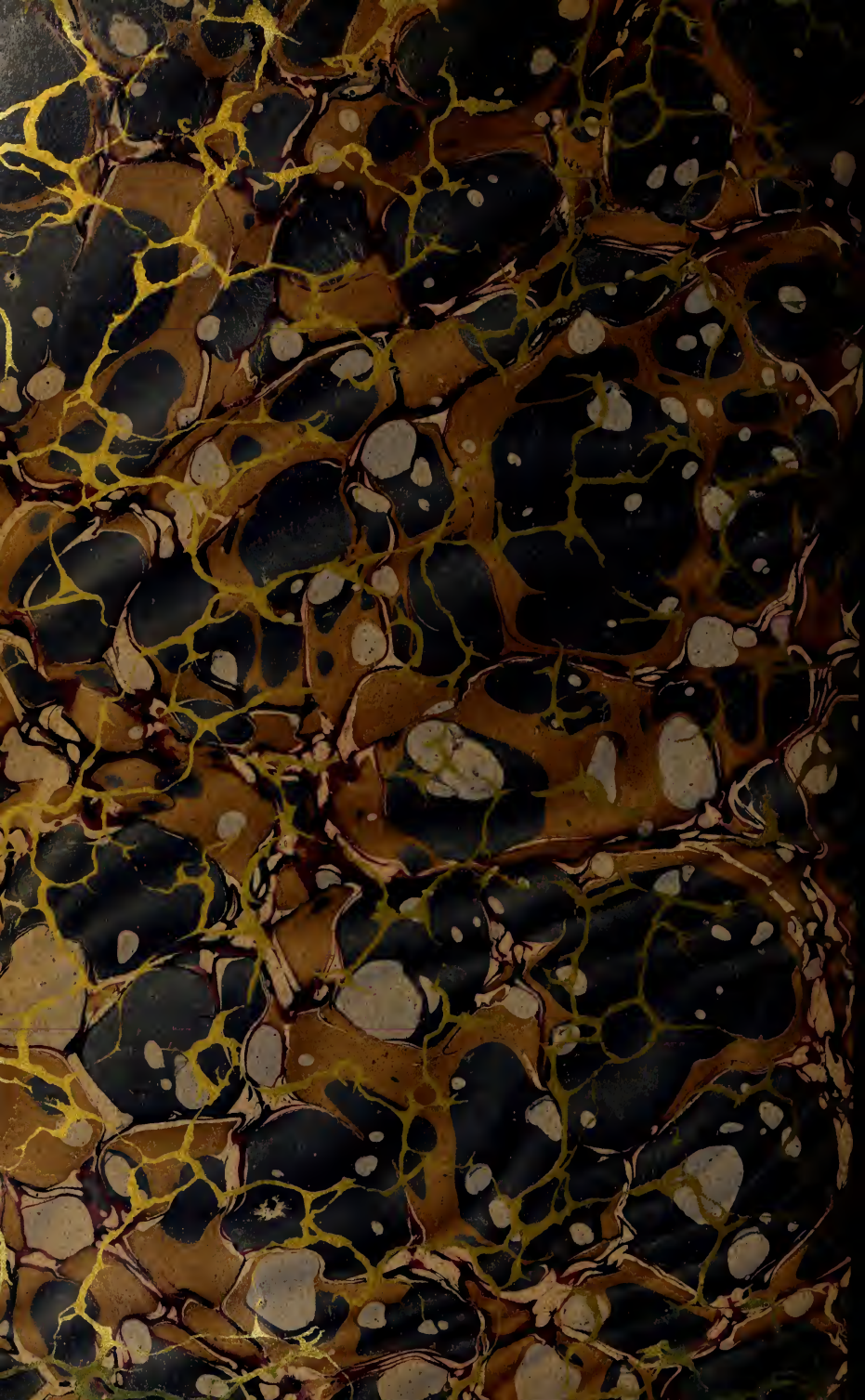
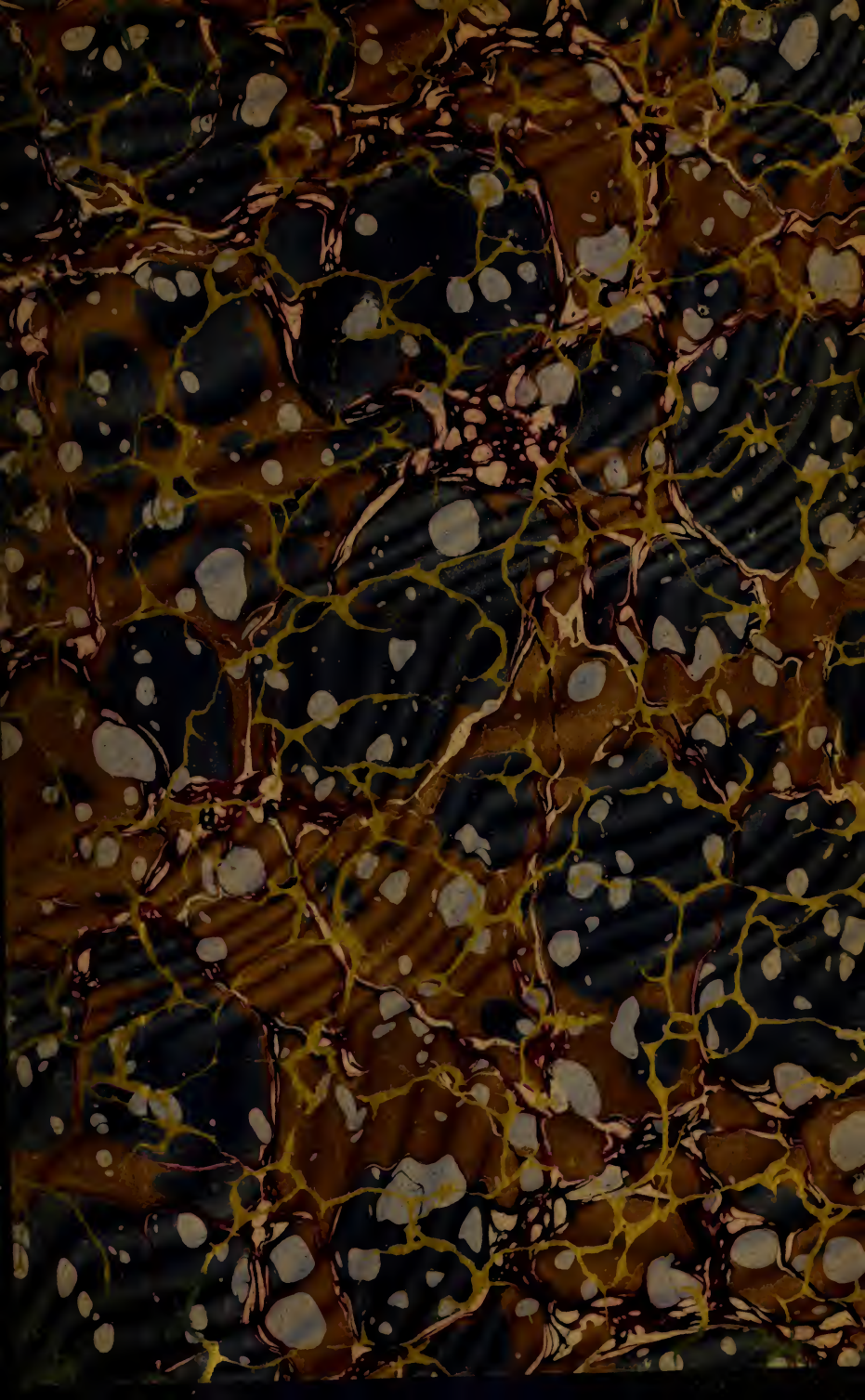
Actual circulation in every city, town and village in Ontario and important points in other provinces.

Post offices in alphabetical order, as well as counties.

"*The Globe* and rural mail delivery."

"FACTS that advertisers want at a glance."

Daily average for 1913, **61,851** copies. 90% direct to the homes

Copy of this Booklet Mailed on Request to Anyone Interested.

The Globe - - Toronto, Can.